

Job Description

Job Title:	Marketing Manager	
Department:	Marketing	
Location:	Hampton Wick	
Country:	UK	
Level:	People Manager	
Reports To:	VP Sales and Marketing	
Role Type:	Permanent	
Contracted Hours/Days:	37.5	Updated

About Us

Reveal Media specialises in Body Worn Camera systems that capture evidence from a first-person perspective. This equipment has a proven and major impact on crime reduction, abuse against the wearer and the associated cost reductions.

We have become the most successful European company in this rapidly expanding market and have sold our equipment to the majority of Police Forces in the UK as well as many local authorities and private organisations. Reveal Media has also sold into over 40 countries and is rapidly expanding its international activities.

It's an exciting time to work for Reveal as we continue to lead the world in the development and application of Body Worn Video Technology.

Purpose of the Role

Reporting to the VP Sales and Marketing, the principal role of Marketing Manager is to oversee and coordinate the execution of the current marketing strategy to help achieve the business objectives for growth. They will manage the marketing team, as well as act as the prime interface between other functions in the business, particularly Sales and Support departments.

Opportunities to improve the marketing strategy will be available, however the initial responsibility is not to create from scratch, but to build on an already successful program.

Working with the team, the Marketing Manager is ultimately responsible for overseeing lead generation and customer touchpoints through: brand creation and direction; digital presence, advertising,

marketing automation and email; events and exhibitions; PR; brand assets and relationships with 3rd parties.

Analysing and understanding ROI across the various markets and industries is essential to ensure that limited resources are efficiently and effectively applied.

Responsibilities

Marketing Execution for lead generation

- Execute marketing strategy across territories to generate leads for the Sales teams
- Provide marketing support to Sales teams within territories
- When possible implement improvements to the strategy

Brand Creation and Direction

- Oversee brand management and ideation
- Oversee asset and content creation

Digital Presence

- With the Marketing team, manage website: strategy, design, build, optimisation, maintenance and analytics
- Liaise with multiple 3rd party partners
- Work with the Marketing team to cultivate online social and digital media presence

Advertising

- Oversee research, strategies, planning, creation and management of company advertising and campaigns
- Manage budgets
- Understand reports, identify insights and set the course for improvements

Marketing Automation and Email

- Manage marketing automation software (Pardot)
- Landing page and form creation, management and reporting
- Oversee email marketing strategy and work with team in creation, execution, analysis and optimisation of emails

Events and Exhibitions

- Event and Exhibition strategy
- Project management and execution
- Analysis and reporting

Managing Marketing team

- Project manage team and delegate responsibilities and tasks – own key projects
- Conduct regular report meetings as well as quarterly/annual appraisals and development management

Qualifications, Skills and Experience

Essential

Knowledge and understanding of:

- Branding

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- CRM, Marketing Automation and CMS systems
 - Digital marketing and Search Engine Optimisation
 - Social Media Platforms
 - Event/Exhibition logistics
 - Experience with the above
 - Professional Marketing qualification
 - Proven marketing experience
 - People Management experience
 - Business travel – 10-20% of time required for travelling/attending International trade shows, exhibitions, seminars, meetings or similar

Desirable

Degree in a relevant discipline

Employee Name:	Line Manager:
Signature:	Signature:
Date:	Date: