

Job Description

Job Title:	Marketing Manager	
Department:	Marketing	
Location:	Hampton Wick	
Country:	UK	
Level:	People Manager	
Reports To:	CEO	
Role Type:	Permanent	
Contracted Hours/Days:	37.5	Updated – 21.12.2021

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 forty countries and is rapidly expanding its international activities.

It is 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

Reveal outsources a substantial part of the marketing effort to a very experienced and successful B2B tech marketing agency as well as other contractors. Some content and campaigns will be created and managed internally. The successful candidate will be able to demonstrate experience and skill at dealing with third party suppliers as well as contributing themselves.

Reporting to the Exec team, the principal role of Marketing Manager is to oversee and co-ordinate the execution of the current international marketing strategy to help achieve the business objectives for growth. They will manage external suppliers as well as an internal team.

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

Collaborating with the team, the marketing manager is ultimately responsible for overseeing lead generation and customer touchpoints through brand elevation and direction; digital presence, webinars, 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 resources are efficiently and effectively applied.

Responsibilities

Third party agency and resource management

- Setting, tracking, and managing successfully achieved objectives for external suppliers

International Marketing Strategy 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 Elevation and Direction

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

Digital Presence

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

Webinars

- Managing international webinars for awareness and lead generation

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**

Considerable experience and affinity with:

- B2B marketing
- CRM, Marketing Automation and CMS systems
- Digital marketing and Search Engine Optimisation
- Social Media Platforms
- Event/Exhibition logistics
- Webinars
- Proven international marketing experience
- People Management experience
- Business travel – 10-20% of time required for travelling/attending international trade shows, exhibitions, seminars, meetings or similar

Highly Desirable

- Degree in a relevant discipline
- Public sector experience
- Retail Experience
- Hardware, software, and cloud experience

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