

Marketing Manager

We are looking for a Marketing Manager to join our busy Commercial Team

Purpose of the role - Reporting to the Managing Director, the successful candidate will play a lead role in developing, implementing, and managing this strategy for the company. The successful candidate will have a wide scope to make considerable impact; Brand development, Trade marketing, digital and social platform management, content creation, agency liaison, IP planning and internal company communication would all form part of your daily life at i2r. You would ultimately plan and manage our full marketing mix and brand activity.

We believe that this a fabulous opportunity for an ambitious marketer who wants to create something special. Once you've proven yourself, you would have the opportunity to progress and to build a team around you, with growing influence in our International group marketing strategy

Main duties & responsibilities

- Development and management of short, medium and long term marketing strategy
- Create inspiring marketing material and strategy planning to support new product launches
- Management of the marketing budget.
- Website and social media management - creation, scheduling, engagement, and analysis
- Drive PR activity including Regular liaison with our external PR agency
- Management of our end to end International Exhibition plan
- Corporate event management
- Management of internal marketing assets including branding, logos, documents, and image library
- Generation of internal company communications and presentations.
- Leading marketing and customer research projects
- Data and opportunity analysis
- Continuous interaction with our commercial teams, community teams and customers to generate PR/newsworthy/engaging content
- Award entry submission content gathering
- Liaison and planning across our international group

Person specification

- Degree in Business or Marketing related subjects
- 3-5 years real world marketing experience
- Comprehensive understanding of social media platforms
- Background in B2B2C or FMCG environment
- Ideally you will have a general agency background and now want to take the next step in your career

If you or someone you know wishes to apply, please contact hr@i2rps.com

