

## JOB DESCRIPTION

### Job Title

Marketing Manager.

### Location and Hours

The role is based in the office, 9am – 5pm Monday to Friday.

### Line Manager

Directors of The Ingenious Air Company.

### Key Internal Contacts

Directors, the team.

### Key External Contacts

Clients, Suppliers, Associates - Installers and Sales Agents, Publications Editors.

### OVERALL JOB PURPOSE

- Play a key role in moving the business towards a UK and international supply-only model with excellent delivery and reputation, whilst generating high-volume financial profit.
- Become a champion of the Company's key divisions, products and services.
- Plan, develop and implement an exciting on and off-line marketing and PR campaign.

### Marketing and Business Development

- Generate sales leads by developing a flourishing long term, multi-level national and international marketing system.
- Proactively develop different unique selling propositions for each sector, region and product line.
- Undertake specific marketing tasks including but not limited to:
  - Run regular blogging, social media and email campaigns.
  - Take care of the website and update as required using WordPress.
  - Set up and run an e-commerce and Amazon function.
  - Carry out pay per click and search engine optimisation campaigns.
  - Keep databases accurate and up to date.
- Convert current PowerPoint installation training material into an international online training academy for installers.

- Create promotional and marketing materials, literature, guides and presentations.
- Create interesting PR and editorial campaigns; build relationships with key magazine and trade press personnel.
- Communicate new products and product developments to existing and prospective clients.
- Find new opportunities and ways to improve client retention and referrals.
- Attend industry and networking events and trade shows when required.

### **Other**

Carry out administrative tasks as required to support the well-organised and successful growth of the Company.

### **Health and Safety**

Adhere to all company health and safety policies and procedures and actively implement a culture of following safe working practices.

### **QUALIFICATIONS AND EXPERIENCE**

- Proficient technical skills – marketing software, Microsoft Office, databases, Word Press and PowerPoint.
- CRM system experience and video editing skills are an advantage.

### **Knowledge/Skills**

- Good business sense and a clear understanding of marketing principles
- Excellent copywriting skills.
- Proactive with plenty of initiative.
- Excellent communication in all areas (telephone, in-person and written).
- Strong problem-solving skills and a “can do” approach.

### **Personal Characteristics**

- Bright and enthusiastic, friendly, professional and polite.
- A positive attitude - excited to be part of a busy team and an exponentially growing company.

**AUGUST 2018**