

Marketing Manager

Job Profile & Responsibilities

Marketing Manager

We are currently looking for a Marketing Manager to lead our existing group portfolio of businesses and product bases at Wellbeing where you will report to the Managing Director.

Job Description

We are seeking a highly motivated and enthusiastic Marketing Manager to guide the development of our business and product suites. The Marketing Manager helps develop and maintains a vision for the businesses and products that they are responsible for communicating that vision to existing and potential customers. Being responsible for showcasing the product features to ensure that business, quality and functional goals are showcased for each business and product. Understanding the business side of the products and is ultimately responsible for researching and presenting this. This is a very interesting and creative opportunity in a supportive, learning environment and would suit someone with a strong Marketing background within a healthcare environment wishing to move into a new role.

Responsibilities

- Marketing strategy including positioning, thought leadership, brand awareness, lead generation
- Market engagement strategy
- Customer segmentation
- Compelling story
- Messaging
- Marcoms – multi channel communications including PR, direct marketing, social media, case studies
- Creating and executing appropriate campaigns
- Exhibitions, events, media, launches
- Website, collaterals, content, style guidelines
- Working with specialist external agencies for content generation, PR etc
- Over time recruiting and managing additional team members as the business grows

You will be based within our office in Mansfield, Nottinghamshire, but some travel may be necessary.

Required Knowledge

- 10+ years marketing in a technology environment
- At least 3 years working at a similar level with demonstrable success
- Health sector experience mandatory

Remuneration will be commensurate with experience and training will be provided where necessary.

Attributes

- Creative
- Driven
- Able to interact across the business (from sales to software development) and draw resources as needed
- Understands how to drive the market perception of a niche technology market leader within the health sector
- Understands and works well with the constraints of a 140 man software business

