# Marketing Manager

## The Role / Overview

**About You**

You will thrive in an agile thinking marketing consultancy environment demonstrating quick reactions, high levels of professionalism, creativity and attention to detail. The role of Marketing Manager is a pivotal one in the Bright team. As Marketing Manager you will be a primary client contact and responsible for the project management and delivery of day-to-day activities including managing the junior members of the team.

As Marketing Manager you will have responsibility for the commercial aspects of client work from creating statements of work and updating forecasts and plans to maintaining profitability on your accounts and managing capacity. You will also be keen to develop a good awareness of the commercial requirements of running a successful consultancy division.

**About Us**

Bright is a consultancy at the sharp end of B2B marketing and communications. We create and deliver exciting marketing and change communications projects with a focus on continual improvement and results. We are a team of engagement specialists focused on delivering great marketing projects and campaigns that drive business outcomes for our clients.

Our clients range from the very big to the very small amongst a variety of industries with technology as the common denominator. A team of 14 based in Borough we are committed to delivering high quality work to our clients and get our kicks from seeing our clients succeed. We are a close-knit team with a commitment to excellence and a passion for good food and lively debates!

**Key responsibilities**

* Marketing delivery management:
* Good project management skills including management and escalation of issues / risks, stakeholder communication, delivery team management and ensuring we deliver work on time within scope and budget
* Quality control across your accounts to ensure delivery is consistent
* Working with senior teams to create campaigns, plans and proposals, and ensure implementation plans are clear and defined
* Establishing and maintaining a strong relationship with key client contacts
* Ownership of the metrics and ensuring delivery of agreed results
* Managing and consulting with clients about their campaign requirements and objectives

* Commercial awareness
* Ensuring the right client and supplier commercials are in place at all times
* Line management and up-skilling junior team members so help them in their career progression (both as a line manager and as a mentor)
* Working with the senior team to form creative ideas, document and pitch to clients
* Identifying opportunities for Bright to extend its skill set and develop new propositions and go to market campaigns

* Reporting & demonstrating success
* Overseeing administration and reporting
* Demonstrating our value by focusing on continual improvement and using an agile approach to learn through analysing and interpreting data to drive the right results

Essential Skills:

* 3-4 years’ experience in marketing and a digital marketing agency or consultancy environment
* Experience and understanding of the creative, design and production process
* Excellent project management skills ideally including agile marketing expertise
* Excellent numeric, verbal and written communication
* Experience in managing agencies and third-party relationships
* Cool head in stressful situations and ability to problem solve quickly
* Ready to share knowledge and train accordingly
* Proactivity in learning new skills and new trends

It will be a bonus but not essential if you have:

* Experience in the B2B technology sector
* Experience working with a variety of CMS, marketing automation and CRM systems

Benefits:

* 25 days holiday (exclusive of bank holidays)
* Pension contribution
* Discretionary bonus based on company and individual performance