



Marketing Manager – Shrewsbury Shropshire

Salary: £25,000.00 - £27,500.00 per year depending on experience

Radar is a full-service PR and Marketing Agency focusing on specialist B2B campaigns and events for companies operating within the built environment. We also publish a portfolio of industry magazines. Working exclusively in this sector, our technical understanding and expertise translate into a dynamic set of services from brand creation and design, PR, copywriting and social media campaigns to website development and event management.

We are looking for an experienced and dynamic professional to join the Marketing team as Marketing Manager to provide invaluable support for both Radar owned platforms and external client accounts. The role will be office-based reporting into the Marketing Director.

Duties and responsibilities:

- Developing and executing marketing campaigns for Radar owned platforms, publications and events
- Developing the marketing strategy for the company in line with company objectives
- Coordinating marketing campaigns with sales and event activities
- Creation of various marketing collateral in line with marketing strategy
- Planning and implementing event marketing strategies
- Manage and improve lead generation campaigns, measuring results
- Preparing online and print marketing campaigns
- Monitor and report on effectiveness of marketing communications
- To provide a clear brief to Graphic/Web designers and PR team as necessary to ensure that client's expectations are met
- Maintaining effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives
- Analysing potential strategic partner relationships for company marketing
- Proofreading/editing of copy and obtaining sign off on marketing material as required



- Secure advertising and editorial space across a mix of relevant media on behalf of Radar and our clients
- Liaising and negotiating with third-party suppliers as required
- Marketing of events through email promotion, social media direct mail, and telemarketing to potential delegates or persuading others to promote our events to their contacts

Requirements of the role:

- Bachelor degree in Marketing or equivalent
- Minimum two years' experience in a Marketing role
- Exceptional organisational skills with an ability to oversee multiple clients/campaigns
- Strong analytical and project management skills
- Strong written and verbal communication skills
- Proficiency with online marketing and social media strategy
- Strong proficiency in Microsoft Office programmes
- Confident and dynamic personality

Package:

Job Type: Full-time / Permanent

Office Location: Shrewsbury Shropshire

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Apply:

<https://radar-communications.co.uk/vacancies/marketing-manager/>