



# Job Description Marketing Manager

<b>Job Title</b>	PR & Marketing Manager [V3]
<b>Department</b>	Marketing & PR
<b>Reporting to</b>	Managing Director
<b>Responsible for</b>	0 reports
<b>Location</b>	Standish Site
<b>Hours of Work</b>	35 hours per week
<b>Contract</b>	Permanent [6 Month probation period]

**Job purpose** Bitrez Ltd are bringing marketing in house and are looking for a full time, permanent Marketing Manager with at least 5 years post graduate experience. You will be working for a growing dynamic company formulating and manufacturing advanced polymers in sectors such as coatings and composites.

The job entails promoting the business, products, and services in a positive and professional manner. Generation of the most appropriate communication methods to achieve this and ensuring an effective strategy is implemented influencing and supporting sales growth and organisation awareness. Enhance the reputation of the organisation and raise the Company profile.

## Responsibilities

- Setting the company's marketing strategy [3 linked identities]
- Management of communications plan
- Website[s] development and management
- Search engine optimisation
- Coverage and evaluation reporting
- Writing and posting social media across multiple platforms and businesses within the group and growing the number of followers
- Support Graphic design & information in accordance with corporate image
- Event management/overseeing group attendance at third party events
- Award applications and associated arrangements
- Overseeing campaigns and promotions, examples including branding, printed / electronic media, lead generation, editorial, new product launches, and case studies
- Developing a media relations strategy, seeking high-level placements in print, broadcast, and online media.
- Create and host/arrange Webinars
- Newsletters & e-marketing/mailshots
- Press, PR, and industry media relations



# Job Description Marketing Manager

Skills / Knowledge / Experience	Essential	Desirable
Proven experience within a similar marketing role	X	
Excellent writing and content creation skills	X	
Excellent communication and presentation skills	X	
Experience of SEO, web design, video, etc	X	
Happy to work within an SME business	X	
Presenting to groups including senior management	X	
Chair meetings or committees		X
Good working knowledge of the chemical industry and associated legislation		X
Management of projects and teams		X

Qualifications	Essential	Desirable
Educated to Degree Level in Relevant Subject	X	
CIM Professional Marketing qualification		X