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**B&M Waste Services**

ROLE PROFILE: Marketing Manager

Location: Wirral Hours of work 8.30am – 5pm

Job Type: Permanent,

Contact: Mick Ashall, Director.

B&M Waste Services are a forward-thinking, ambitious, national company seeking a creative and results-focused marketing professional to join the team to lead the marketing offering. The new role will be joining at an exciting time of growth for the business and be given autonomy to drive new promotional plans forward with support across the company.

The Marketing Manager will devise, develop and help deliver the marketing strategy and contribute to the company's growth in the total waste management sector. The ideal candidate will have commercial awareness and interest in the results that the marketing activity yields; optimising and reporting upon successes and improvements to key stakeholders in the business. You will have a solutions-focussed, proactive and positive mentality and an ability to build and maintain various internal and external relationships.

Key focus areas of the role:

* Overarching marketing strategy inception, optimisation and performance reporting.
* Coordination of marketing campaigns and activity with sales initiatives and commercial focus areas.

# Audience research development, customer profiling, persona building and refinement.

* Brand positioning strategy development and ownership.
* Marketing budget planning and management.
* People, partner and stakeholder (team, leadership and agency supplier) engagement and management.
* Events, awards and field marketing planning.
* Customer engagement and lifetime value nurturing.
* Regular market needs assessment & development of value propositions feeding product development strategy.
* Innovation - for example, B&M Waste are a forward-thinking company passionate about carbon neutrality and we are looking for someone who has new ideas and solutions to contribute to business performance.
* Compliance - ensuring our marketing activity and data storage and management follows the latest GDPR guidance.
* Market insights and wider business support (i.e. sales and customer service team).

## Core responsibilities:

* Ensure the company's positioning is effective, and clearly communicated, whilst consistently bringing value to our customer base. Work to define and regularly analyse target markets and ensure the business is reaching key market segments.
* Responsible for identifying, evaluating and recommending new tactics, strategies, and channels to drive new customer acquisition whilst developing initiatives that increase existing customer engagement & lifetime value.
* Leading a commercially led digital marketing strategy & long-term workflow in each key area of the marketing mix (including but not limited to email, content, digital PR, paid search, organic search, social, creative and website development).
* Overseeing the CRM strategy, ensuring accurate reporting & data relevance. Ownership of the strategic marketing reporting from CRM and CRM system management alongside third party partners.
* Supporting in the planning and launching of new locations and the associated localised marketing approach.
* Implement methods of capturing new and qualified data in a GDPR compliant manner.
* Creation of design, development and project briefs when required & feedback and sign-off on all creative produced, whilst overseeing and approving of the wider creative strategy.
* Provide strategic insight for long-term digital content calendar, overseeing and approval of content strategy and producing relevant content as and when necessary (across all areas of content delivery inclusive of social media, website/blog, email, event materials, etc).
* Overseeing and approval of the online marketing strategy with confirmation/approval of budgets.
* Confirm/provide commercial & strategic updates to agency partners and internal stakeholders as and when required (e.g. focuses, service development, opportunities, competitors, locations, targeting).
* Provide insight on case studies to ensure alignment with commercial focuses alongside feedback and sign-off of new case studies (where required).
* Managing overarching strategy and growth plan of B&M Waste's online shop - providing intelligence & planning to ensure alignment with commercial focuses.
* Developing and owning the Customer Hub strategy to ensure it adds value & drives performance for the business.
* Owning agency partner and third-party/supplier relationships through communications via email, Basecamp, phone and meetings.
* Driving marketing innovation in new areas for the business with new media formats such as video, new social platforms etc.
* Working closely with HR to develop a recruitment marketing strategy for the business and oversee output and improvements.
* Own and oversee the charity marketing strategy.
* Develop a more defined & strategic direct mail strategy, working holistically alongside the new digital-first approach.
* Develop a PR strategy for the business including an events calendar.
* Keep abreast of industry and company developments and reflect these in the materials provided.
* Closely monitor sales opportunities and competitive landscape to provide management with trends in order to maximise sales and marketing opportunities.
* Support the sales team with their promotional activities, track conversion rates and measure

return on investment

* Considers legislative and company policy requirements such as security/data protection/integrity issues and ensures compliance.

## Direct report: Marketing/Content Executive/Administrator

* The role will also be responsible for the line management of a Marketing/Content Executive/Administrator who will work closely with the Marketing Manager to deliver on the above strategic focuses.
* Set and manage team goals and reports and a personal development plan.
* Provide coaching, guidance, direction, and leadership to the current and future marketing

Team.

## KPls

* ROI from marketing activity - revenue generated via marketing activity to contribute to 3-year business plan, reported on annually, quarterly and monthly.
* KPIs around SQLs delivered per month/quarter.
* The regular delivery of new case studies per quarter created.
* Increased lifetime customer value.
* PD plan and quarterly reviews held for direct report.
* Monthly reporting and analysis.
* Quarterly market insights and competitor report shared with stakeholders.

Experience/skills Required

. At least 5 years experience in a related marketing role.

* A proven ability to manage a holistic marketing strategy and delivery of performance that supported a growth strategy.

. Strong marketing mix knowledge - across digital and offline marketing channels.

* Knowledge and genuine interest of the marketing industry including digital; paid advertising, SEO, websites, design and social media with demonstrable results.
* Awareness and interest in new trends in marketing and best practice as implemented by competitors and companies in adjoining sectors or with relevant challenges, and an ability to translate these into effective tactical initiatives that support growth.
* An understanding of the social media landscape, and experience of managing social media content and using a range of social media tools.
* Exceptional writing, proofreading and editing skills resulting in copy that entertains, interests, persuades and sells to target audiences.
* Excellent presentation skills and an ability to engage and influence.

A good network of creative and other contacts who can help support the rollout of campaigns. Evidence of previously generated revenue via marketing strategy.

* Experience in managing agency partners and third-party suppliers.
* Ability to work on own initiative, solutions mindset, and energetic attitude.
* Outstanding organisation skills.
* Ability to work under pressure to tight deadlines. Ability to work with staff at all levels.
* Excellent IT skills.
* A team player.
* Commercially minded and proactive in nature. Ambition, drive and a positive personality.