

Marketing Manager (maternity cover)

Fixed Term Contract - (March 2019 - December 2019)

Newcastle

Full-time/ part-time (min 22 hours)

Salary – dependent on experience: £25,000 – 30,000 pa (pro rata)

Job Description

Acritas, the world's leading provider of global legal market intelligence, is looking to recruit a marketing manager to join our team, initially to support maternity leave but with a view to a permanent position in line with company growth.

A bit about the job...

This is an exciting role within the marketing team which reports directly to the Client Development Director. You'll be responsible for development and implementation of marketing strategies in line with business objectives. Using the full marketing mix you will co-ordinate marketing campaigns with sales activities to enhance brand affinity and support revenue and profit targets.

You will be responsible for:

- ▶ Achieving realistic goals for lead generation
- ▶ Managing production of the content from drafting through to target delivery
- ▶ Creating quality client case studies and testimonials for publication – video where possible
- ▶ Managing key marketing channels - utilising a variety of organic and paid acquisition channels
- ▶ Ensuring all marketing campaigns and activities have clearly articulated objectives and measurements set and monitored
- ▶ Working with the wider team to plan, schedule and support content writing – including engaging research participation communications
- ▶ Working with designers to plan and produce marketing collateral
- ▶ Building knowledge in our key sectors in order that content published is aligned to important issues
- ▶ Staying up-to-date with the latest trends and best practices in online marketing and measurement.

A bit about you...

You will be organised, self-motivated and highly creative with a passion for marketing. You'll have demonstrable experience of co-ordinating and delivering multi-channel communications activity. A good understanding of marketing principles and measurements comes naturally, and you'll be happy to work across all elements of the marketing mix; from digital to publications, from events to social media.

To stand out as a candidate you will be expected to have:

- ▶ A keen eye for detail when creating informative content
- ▶ Experience managing and measuring of campaign success
- ▶ A qualification as a chartered marketer
- ▶ A willingness to work flexibly - where you're not tied to a 9-5 day to support the global offices and campaigns
- ▶ Experience creating, managing and sustaining growth through digital marketing
 - Experience of managing Google & LinkedIn ad campaigns
- ▶ Good knowledge on SEO best practices
- ▶ Good taste, a sense of aesthetics and a love for great copy and engaging communication

- ▶ Solid knowledge of website analytics tools (e.g., Google Analytics)
- ▶ A team player with strong personal drive and ability to take initiative
- ▶ Tenacity to meet campaign and content goals.

A bit about us...

Acritas is the world's leading provider of global legal market intelligence. We know that our clients' success depends on the quality of their decisions. Empirical data provides the best foundation for informed decision-making and successful strategy development. That is why our expert analysts and advisors only make recommendations to clients based on the most robust research insights. We pride ourselves on providing the best source of insight needed to improve business performance and sharpen competitive edge.

To achieve the ambitious levels of organisational performance that we're striving for, we have high expectations of each and every one of our talented colleagues. Our culture is focused on delivering solutions and we like our colleagues to work smart and have real pride in the outcomes they achieve. Ethical, passionate, insightful and collaborative are the core values that underpin our vision to be globally recognised as equipping the legal industry to work smarter.

Acritas is growing and this is a great time to be joining our global business, headquartered from the North East. We're committed to developing our colleagues and encouraging them to reach their full potential. We offer a competitive salary (matched to your experience) and benefits package including a generous holiday allowance, childcare voucher scheme, annual profit share and much more to support our commitment to colleague wellbeing.

Interested? Here's what you need to know...

So, if you think you've got what it takes and would love to become part of our team, we would love to hear from you! Apply online directly through our website with your current CV and a covering letter detailing the skills and relevant work experience which makes you suitable for the role.

The closing date for this vacancy is Thursday 31st January 2019

Phone interviews are to be held w/c 4th February with in-person interviews shortly after.