

SENIOR MARKETING MANAGER

Level: Mid-Senior | **Department:** Marketing | **Location:** London | **Salary:** £47,000-52,000 per annum, based on experience | **Reports to:** Managing Director

Back in the mid-noughties, we kept on seeing the same problem pretty much every day: people + work sometimes = 😞/misery/unhappiness/lack of fulfilment. We knew that being fulfilled wasn't this unattainable dream, we knew it was within everyone's reach, but we needed a way to show them that the journey to that point came from within. So after a lot of research (and caffeine), in 2006 Strengthscope® was built – a system to help people find and communicate their strengths to themselves and others to bring more of themselves to work and to life.

Our mission is to reveal the unique strengths of people across the world, enabling them to bring their most authentic and inspired selves to work and to life, every day.

The what

Our goal is to make Strengthscope® stratospheric, to make it the go-to tool for the entire population of working people (that's around 4bn people). To help us achieve this, we're looking for a Senior Marketing Manager to lead our Marketing department. As Senior Marketing Manager, you'll be responsible for:

- Developing the marketing strategy based on the wider company strategy
- Overseeing and managing the marketing budget
- Monitoring and analysing the performance of all marketing activity
- Increasing global brand awareness
- Creation and management of digital marketing campaigns to aid lead generation incl. automation, events, social media channels, website, video & podcast content
- Creation and management of digital assets incl. brochure, training materials/tools, flyers, graphics, diagrams
- Management of all social media platforms (LinkedIn, Twitter, Instagram, Facebook and YouTube) and associated scheduling of each
- Associated reporting on the above to the Management Team/Advisory Board/wider company

The you

We're looking for someone with a real passion for marketing, someone who is creative and commercially-minded! It's also important you:

- Are passionate about helping people have life-changing, light-bulb moments
- Are naturally oriented towards lead generation/sales rather than design
- Are confident working cross-functionally across the business
- Have a good understanding of the training and development industry
- Have experience of digital metrics including the ability to set department/campaign KPIs
- Have proven experience of working in small, growing companies
- Are able to meet deadlines on a consistent basis

- Have proven experience of running a marketing department with effective collaboration and ways of working with internal and external stakeholders, including clear communication of monthly priorities, projects in progress and sharing successes/learnings
- Have proven experience of marketing automation, WordPress and website management, Adobe Illustrator/InDesign/Photoshop
- Have excellent presentation and communication skills
- Can dot the i's and cross the t's
- Have working knowledge of the Microsoft usual suspects (Word, Excel, PowerPoint, Outlook).

The good bits

Fighting to make the 'every day blues' a thing of the past, here are some of the good things you'll get when you join Strengthscope in addition to the usual competitive salary, pension plan and 25 days' annual leave:

- 2 days' paid leave per year for charity goodness
- Flexible working
- An extra day off for your birthday
- Perkbox
- Eye care vouchers
- Strengths Hero - where we celebrate the most awesome person of the month (nominees then have the chance to win a weekend trip away!)
- Healthy snacks to keep you refuelled
- Team lunches
- Pay day party
- Quarterly team days to reflect, plan and celebrate
- Offices on the bustling Southbank, minutes from London Bridge, Southwark and Waterloo stations
- Sabbatical leave after working for 5 years at Strengthscope for you to just do you.

Does this sound like you? If so, we'd love to hear from you: careers@strengthscope.com

Please note that if you are not contacted by our team within 2 weeks, it means that on this occasion your application has not been successful.