



Chadwick Business Centres

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The Role – Marketing Manager – Remuneration details on Application:

The successful candidate will front the company's marketing initiatives and activities across the organization and develop and oversee the long term marketing strategy for the business.

Reporting to the CBC Management Team – the candidate will pioneer and undertake Chadwick's marketing efforts for the purposes of enhancing our presence in the sector and ultimately support the increase of sales across the Chadwick Group.

The Role

- Develop the marketing strategy for the company in line with company objectives, values and budgets.
- Co-ordinate marketing campaigns with sales activities
- Generate online leads through the various platforms (websites, social media etc.), with a focus on SEO.
- Creation and publication of all marketing materials in line with marketing plans including websites, visuals, floor-plans, products and services
- Develop content and regularly post on all relevant social media platforms to drive brand profile and traffic to websites
- Implement brand guidelines/standardisation
- Plan and implement promotional campaigns – event management, publicity, pay per click, performance analysis
- Work closely with design agencies, photographers and online brokers and handle public relations with local and national press, digital and social media to optimise and increase the company profile.
- Copy writing for all marketing materials i.e. produce engaging content.

Key Skills

- Demonstrable experience in marketing together with the potential and attitude required to learn and develop.
- Proven experience in creatively devising and leading campaigns that engage and motivate
- Solid knowledge of website analytics tools and optimisation of social media platforms and campaigns
- Numerically literate, experience with spreadsheets and formulae
- A high class sense of aesthetics, standards of communication and language
- An interest in current and cutting edge trends and best practices applicable to our sector
- Graduate – with a flair for media/tech marketing
- Great team player with the ability to also work autonomously
- 3yrs experience preferred

Notes

- Full UK Driving License and own vehicle required.
- Bristol based – regular regional travel
- UK Visa/Right To Work in UK

Chadwick Business Centres Ltd is a growing business, it may be necessary for all members of the CBC team to undertake other responsibilities in addition to their primary role from time to time which may fall outside of the job description. Being flexible in this respect is a key attribute that is both expected and beneficial to every CBC Team member.