

Job description

Marketing Manager

RickardLuckin
Chartered Accountants and Tax Advisers



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- **Job title:** Marketing Manager
- **Business unit:** Business Development and Marketing
- **Reporting to:** Senior Marketing Manager

The purpose of the role

To work with stakeholders across the business, to manage and execute marketing campaigns and projects that directly contribute to the achievement of the firm's business development and marketing strategy.

- Working in collaboration with other members of the Marketing Team to provide support in achieving the firm's marketing objectives:
 - Winning new clients
 - Enhancing existing client relationships
 - Building brand awareness and consideration
- To proactively support the development, communication and embedding of key marketing and business development processes (e.g. Plan>Brief>Execute>Review>Improve).

Key responsibilities

The primary responsibilities for the role are set out below, however as part of a small and evolving team, these are subject to change.

- Develop and support the overall marketing strategy by running integrated marketing plans and campaigns (using the full marketing mix) for business and sector teams, targeted at clients, prospects and key introducers.
- Work with the Senior Marketing Manager to map and document marketing management processes, ensuring we are able to communicate with clients, prospects and contacts in a compliant, efficient and measurable manner.
- Utilise marketing automation (Spotler) and CRM system (Workbooks) to develop, implement and measure integrated multi-channel marketing campaigns (e.g events, direct mail, email, social media, advertising and PR) targeted at clients, prospects and key introducers.
- Assist with maintaining and updating content on the firm's website and social media channels for allocated campaigns, business types and/or sectors, ensuring all activity is in line with best practice and processes owned by the Senior Marketing Manager.
- Use the Key Messaging Calendar to generate and implement ideas for content marketing assets, ensuring the resulting message to market is timely, relevant and built on compelling propositions that speak to the needs of our target client type(s).
- Support third party relationships (Business Time in Essex, Essex Director and others as they arise) to ensure copy deadlines are met and that content provided is in line with the firm's Key Messages Calendar.
- Working with the CRM and Data Manager to manage the firm's client satisfaction survey, analyse results and implement improvements.
- Manage and develop the external award programme for the firm.
- Support the firm's internal communications programme.

Success in this role will look like

- Assisting the firm in achieving its business development and client development revenue targets.
- Demonstrating, via agreed marketing metrics, outcomes that align with the initial campaign objectives.
- Building and maintaining key stakeholder relationships. Being acknowledged as a valued marketing and communications expert and trusted adviser.
- Proactive and visible presence across all teams and locations.
- Contributing ideas and energy to the continual improvement of the Marketing Team's operations and culture.
- Bringing an operationally sound and safe pair of hands that allows the Head of Business Development and Marketing and the Senior Marketing Manager to focus on strategic direction.

Behaviours and competencies

This role requires living and breathing all of Rickard Luckin's values of passionate, personal and professional. In addition, the following skills and experience are required to deliver in this role:

Core values

- Client focused and driven to achieve results, while maintaining a collaborative approach.
- Positive, confident and demonstrates a 'can-do' attitude. Brings potential solutions as well as problems to the attention of colleagues and senior management.
- A team player, willing to get involved in all aspects of marketing.
- Flexible and adaptable around working hours.
- Able/willing to travel to all Rickard Luckin offices or to offsite venues for events and meetings.
- Demonstrates a high level of attention to detail and organisational skills.
- Able to work calmly under pressure and meet strict deadlines.

Technical skills

- Excellent written and verbal communication skills, creative flair, and great presentation skills. Sound proofreading and copywriting skills.
- Proficient in Microsoft products (including Word, Excel, PowerPoint, Teams, SharePoint).
- Experienced in Adobe Creative Suite software.
- First-hand experience of working with email marketing applications, marketing automation and CRM systems (Spotler and Workbooks especially relevant).
- Experience using Content Management Systems to create, manage and update online website content.
- Good understanding of data protection laws (e.g. GDPR and PECR) and its application in practice.
- Strong project management and organisational skills.

Experience and qualifications

- 5+ years of B2B marketing experience (with experience ideally gained within a tax and accountancy firm or other professional services environment).
- Proven ability to build effective, collaborative working relationships with senior stakeholders.
- Level 6 CIM Diploma in Professional Marketing qualification (or equivalent) highly desirable.

Other requirements and details about the role

- Full driving license with access to a car would be preferred.

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