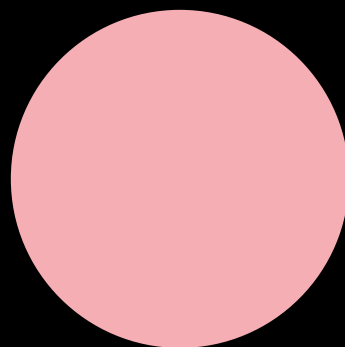
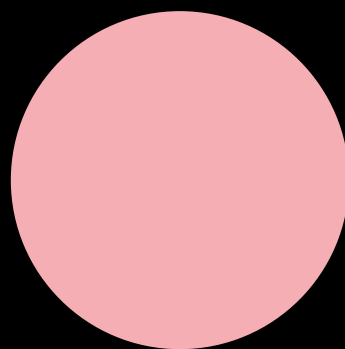


March 2023

Savanta UK

**Role Specification:
Manager | Marketing**



Classified: Private

Location: London

Business Area: Marketing

Reports to: Marketing Director

The Role

Manager | Marketing | London

We are looking for an enthusiastic, experience Marketer based in the UK. You'll sit within the diverse Marketing team owning your own area whilst collaborating with team members to ensure alignment to the global marketing strategy. You'll be responsible for planning & strategy; brand & innovation; campaigns and a team, to deliver across an exciting marketing portfolio!

We're looking for someone who is bold, confident and excited to get going! Savanta is a fast-growing agency which is looking to further expand its presence into new markets, so plenty of room to grow and shape the role and marketing for your portfolios – and lots of career growth too!!

Key Responsibilities

Planning & Strategy

- Understand the wider business goals and commercial targets
- Responsible for developing on, managing and executing the marketing strategy for your portfolios (in line with the Global Marketing Strategy)
- Manage research projects to get a better understanding of your market/ audiences
- Manage and monitor the updating of planners for your team/areas
- Responsibility over tracking and monitoring of campaigns and projects in order to optimise
- Responsibility over the cleanliness and inputting of data into the CRM for your portfolios
- Responsible for managing the marketing budget for your division

Brand & Innovation

- Clarify the brand messages & positioning for your audiences
- Ensure that any external facing content is in-line with our tone of voice
- Responsible for new service & product launches
- Inspire and create ideas for new ways to go to market (keep up to date with Marketing trends and test & learn)
- Responsible for overseeing all digital assets in your team

Campaigns

- Create, manage and execute on the campaign & content planners
- Manage and approve campaigns from team members; ensuring the campaign planning templates are correctly filled in before starting work on a campaign
- Responsibility for ensuring campaigns are delivered using Savanta's approach: Objective, audience, content, solution, delivery channels, learn & optimise
- Manage the building and quality of assets

People & Team

- Supporting team members with project management and stakeholder engagement
- Growing relationships with key stakeholders
- Working closely and supporting your team members on their career plans
- Ensuring weekly engagement in the marketing meeting

Personal development

- As a manager you will be responsible for your portfolios working towards directing your team

About You

For the role itself, we are looking for a self-starter, with great creative writing skills. Someone who can manage multiple projects and stakeholders, and able to lead and deliver on new strategies. You will be excited by the prospect of implementing your own ideas and projects, displaying both a creative and a commercial mindset.

We're looking for a leader who can support the business, sales and marketing objectives. Working for a business that gets behind you, but with the backing of Global business Next15.

We're interested in someone who displays the following skills:

- Excellent communication skills
- Writing skills
- Project management and multitasking
- Metrics-driven marketing mind with eye for creativity

Strong experience in B2B Marketing is ideal, we want to set you up to succeed!

- Campaign/ project management
- Working with a diverse range of people
- Knowledge of Business, Marketing, Sales & CRM Systems