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| **VANCANCY FOR MARKETING MANAGER AT MOBILE MEDIA** |
| **About Us**: |
| Mobile Media is a leading outdoor advertising company in the UK, specialising in creating impactful and innovative advertising solutions. We help brands reach their target audiences through strategically placed outdoor media, ranging from billboards and transit ads to digital screens and experiential installations. Our mission is to transform public spaces into dynamic platforms for brand storytelling. |
| **Role Overview:** |
| We are seeking an experienced and dynamic Marketing Manager to lead our marketing team and drive our brand's presence in the outdoor advertising industry. The ideal candidate will have a strong background in marketing strategy, campaign management, and digital communications. This role is pivotal in enhancing our business profile, managing external communications, and ensuring successful product launches. |
| **Key Responsibilities:** |
| * Campaign Oversight: Lead the planning, execution, and analysis of marketing campaigns, ensuring they align with the company’s strategic goals and effectively reach target audiences. * Social Media Management: Oversee the management of our social media channels, including content creation, scheduling, and community engagement, to increase brand visibility and engagement. * Product Launches: Plan and execute product launch strategies, collaborating with cross-functional teams to ensure successful rollouts and market penetration. * Business Profile Enhancement: Develop and implement strategies to elevate the company’s profile within the industry, including participation in industry events, award submissions, and thought leadership initiatives. * External Communication: Manage all external communications, including press releases, media relations, and public statements, to maintain a consistent and positive brand image. * Team Leadership: Lead, mentor, and develop a high-performing marketing team, fostering a culture of creativity, collaboration, and continuous improvement. * Budget Management: Develop and manage the marketing budget, ensuring efficient allocation of resources to maximise ROI. * Market Research: Conduct market research and competitive analysis to identify trends, opportunities, and threats, and inform strategic decision-making. * Stakeholder Collaboration: Work closely with sales, creative, and operations teams to ensure marketing initiatives support business objectives and drive revenue growth. |
| **Qualifications:** |
| * Bachelor's degree in Marketing, Business, or a related field; a Master's degree is a plus. CMI qualifications advantageous. * Minimum of 5 years of marketing experience, with at least 2-3 years in a leadership role. * Proven experience in the outdoor advertising industry or related fields. * Strong understanding of digital marketing, social media platforms, and campaign management. * Excellent communication, presentation, and interpersonal skills. * Demonstrated ability to develop and execute successful marketing strategies. * Strong analytical and problem-solving skills, with a data-driven approach to decision-making. * Experience managing budgets and optimising spend for maximum impact. * Ability to work in a fast-paced, dynamic environment and manage multiple priorities. |
| **Why Join Us?** |
| * Opportunity to drive marketing efforts for a leading outdoor advertising company. * Work in a collaborative and innovative environment. * Competitive salary and benefits package. * Opportunities for professional growth and development. * Flexible working * Free parking |
| **How to apply**: |
| Interested candidates are invited to submit their CV and a cover letter detailing their relevant experience and why they are the ideal candidate for this role to Jobs@mmediagroup.co.uk by 2nd September 2024. |