

Marketing Manager – Maternity Leave Contract (9 months)

Position Description

Primary purpose

To manage the internal marketing function for clients, in conjunction with the Marketing Director, deliver strategic marketing plans and initiatives and drive revenue for both the client and Scooter Marketing.

Responsibilities or Duties

1. Client Management

- In association with the Marketing Director, act as the marketing manager and custodian of the marketing function for clients and be the primary interface between the client and rest of the Scooter team.
- Responsible for developing strategic marketing plans and marketing budgets for clients based on their goals and objectives.
- Devise, present and action marketing initiatives and campaigns to deliver on set objectives.
- Oversee all client marketing-based owned assets i.e. website, social platforms, CRM (as required)
- Responsible for setting and managing client expectations
- Provide regular reporting and analysis for management / client
- Responsible for briefing projects into the marketing team and creative team
- Understand the marketing need/initiative/design/strategic task briefed by the client and coordinate and brief marketing content/design teams
- Responsible for assisting with the presentation of proposals and subsequent creative presentations in association with the Marketing Director
- Assist with client strategy and become proactive in looking for new business opportunity within existing client base.
- Responsible for developing a deep understanding of the client's business and having a clear understanding of their objectives, goals and future plans.
- Accountable for building solid, trusted relationships with clients, responsibility for all day-to-day client matters
- Pre-empt client needs and promptly return calls.

2. Financial Management

- Responsible for understanding and monitoring marketing & project budgets, production requirements, time frames and deadlines. Review progress of a job against budget (using Accountability) and communicate issues to Marketing Director in order that the job be completed in the most efficient way
- Enter projects into Accountability and Trello
- Be aware of quote variables and additional client requests during a project and obtain approvals to variances before work is commenced when required
- Responsible for updating forecasting on a weekly basis or when new revenue is

approved by a client

- Responsible for scheduling projects from content, advertising, design and development with the appropriate stakeholder (internal & External)
- Take responsibility for monitoring projects and individual stages to meet client timelines and internal milestones by thorough planning and scheduling.

3. Quality control

- Accountable for maintaining continuous communication with content team, studio, supplier and client
- Ensure initiatives, content, artwork and all material leaving agency is of the highest quality
- Intimately understand each client's specific content and brand requirements and ensure projects are in line with these requirements

4. Design and Brand Strategy

- Understand client's business, communication, branding issues and future plans
- Ensure that Scooter are associated with outstanding marketing and creative work that is both strategic and breakthrough
- Act as brand custodian for clients to ensure that all work that leaves the content team and studio is on brand and answers the brief.

5. Administration

- Manage WIP documents and meetings for the clients.
- Maintain up-to-date filing and documentation so as to provide a clear history of a client's job and facilitate access by others
- Promptly follow up samples of advertising and print production from client

6. Sales

- Work with Marketing Director to look for new business opportunities both within existing client base and new prospects

Qualifications, Skills and Experience required for the role

- Tertiary qualification in Marketing or a related discipline
- Minimum of 10 years proven client serving marketing/ communications experience
- Digital landscape knowledge and experience preferred i.e., marketing and project management of digital assets
- Minimum 5 year proven Blue Chip marketing experience preferred
- Experience coordinating varied integrated marketing projects end-to-end
- Very strong attention to detail
- Excellent communication and relationship management skills
- Demonstrated ability to liaise with CEOs and senior management across various sectors.
- Excellent project management skills
- Adaptable and flexible with changes in decisions and procedures
- Ability to anticipate and quickly absorb new information

Cultural Alignment

- Enjoyment (work, life balance flexibility, culture)
- Integrity (honest, ethical, trusting and fair)
- Collaborative (internally and externally)

Key Relationships

- Reports to Marketing Director, No direct reports
- Clients – CEO & Directors / Sales & Marketing Roles
- Internal Stakeholders - Digital Marketing Specialist, Digital Marketing Coordinators, Marketing Director, Designers, Managing Director
- External Stakeholders - Digital developers/ Designers/ photographers/ Media outlets