

**JOB DESCRIPTION:**

**MARKETING AND ACCOUNT MANAGER**

A fantastic opportunity to work as part of a close-knit team working with professional service firms across all marketing tactics. Also being responsible for driving the agency's marketing forward. This is a unique position for someone wanting flexibility to have a senior position with scope to grow and play a part in shaping the agency.

**General Purpose**

To identify, develop and implement marketing strategies to meet organisational objectives. Effective management of the marketing, advertising and promotional activities of the organisation

**Main Job Tasks and Responsibilities**

- manage and coordinate all marketing activities for clients and Consortium
- conduct market research to determine market requirements for existing and future services
- analysis of customer research, current market conditions and competitor information
- develop and implement marketing plans and projects in line with organisational objectives
- expand and develop marketing platforms
- manage the productivity of the marketing plans and projects
- monitor, review and report on all marketing activity and results
- report on return on investment and key performance metrics
- create marketing presentations
- liaise with media and advertising
- monitor industry best practices
- manage and undertake the above list for clients as and when required
- support and manage junior team members
- attend networking events as required
- manage multiple social media accounts for both Consortium and your clients

## **Person Spec**

- CIM or equivalent qualification/experience
- Outgoing and approachable
- Excellent relationship builder
- A can-do attitude
- Self-starter with a proactive mindset
- Flexibility
- Desirable: Experience in digital marketing to include the ability to plan, implement and report on digital marketing channels including SEO, PPC, Google Analytics and social media
- Desirable: Understanding or work experience in the professional service sector (law/accountancy/financial services etc)
- Desirable: willingness to speak at seminars and training sessions

## **Hours and pay**

- Salary up to £30-£35k pro rata, depending on experience
- Flexible hours
- 22 days holiday (pro rata)
- Pension

For an informal chat please call Lara on 07958 773555.

To apply, please send your CV to [lara@consortiumbiz.co.uk](mailto:lara@consortiumbiz.co.uk) including a brief outline of what you believe you can bring to the role.