

Job Description - Marketing Manager

The company

Hennik Research, part of Nineteen Group, is an innovative B2B media and events company focused on the manufacturing sector, and based in Wimbledon.

Who are we?

We publish '*The Manufacturer*' magazine and website, a title with a three-decade pedigree, and organise major industry events, including Smart Factory Expo which brings together manufacturers to explore digital transformation technology, as well as UK manufacturing's biggest awards.

We are part of the wider Nineteen Group, a fast-growing and ambitious trade exhibitions business, and our portfolio of media products includes print and digital content, conferences, expos, networking dinners and online events.

While our media and events credentials speak for themselves, we also boast a passionate, friendly, and talented team.

We have a marketing-shaped hole in our team. Do you fit?

What are we looking for?

We are looking for a full time, marketing manager with significant B2B marketing experience to manage the campaigns of the full product portfolio, in tandem with our audience/client growth and engagement strategies.

Your focus will be on planning, campaign management & execution of marketing activities to promote conferences, webinars, awards, subscriptions, and content. Your campaign marketing skills will also be underpinned with exceptional contact data and CRM management capabilities to help us improve and continue to achieve long term business growth.

You will be responsible for a marketing budget for each product and can use this to invest in the marketing tools and systems that you need to deliver high performing marketing campaigns.

You will work together with the individual product leads (e.g. conference producer, editor) to create engaging messaging. You will have a team to support you including a marketing administrator to assist with execution, a graphic designer to deliver artwork, and a web developer and support marketing agency to help launch and deliver websites.

Working across multiple products simultaneously, you will need to be well-organised and clear about task prioritisation and delegation to your team. Your KPIs will be based on ensuring successful

marketing delivery against revenue and engagement targets and will be reporting directly to the managing director.

The requirements

Essential:

- Exceptional attention to detail
- Knowledgeable contact data manager with CRM experience (we use HubSpot)
- Conceptualise and create graphic design and video briefs for digital marketing campaigns
- Engaging copy writer who can gain attention whether it's a long-form blog or a three-line social post (we like to demonstrate our personality!)
- Excellent email marketing experience and deployment skills
- Able to implement data-driven reporting on all marketing activities
- Experience and knowledge of Google analytics, tag manager and conversion tracking a bonus.
- Proactive & common-sense approach to solving problems
- Website and CMS management
- An energy and passion for marketing!

Desired:

- Conversion-oriented copy writing skills for B2B and/or digital channels
- An eye for design (experience using Adobe or Canva or another design platform)
- Keyword analysis & knowledge of SEO best practice and implementation

Bonus:

- Experience of creating content marketing assets
- Video editing experience
- PR and content syndication – writing press releases, working with media partners to maximise our reach
- Competitor analysis experience
- Demonstrated experience growing an engaged audience on LinkedIn
- Experience with Google Tag Manager, Google Analytics, Google Search Console
- Proven experience in creating, optimising and reporting on paid media campaigns - Facebook Ads, LinkedIn Ads, Twitter Ads, Google Ads, etc;

The next step

Please send through a CV **with a cover letter** to Tim Brown - t.brown@hennikgroup.com, including current and expected salary – and remember, we love to read great copy!