

_ Job Description

Marketing Manager

StrategiQ

What you'll be known as

Role title: Marketing Manager. Strategy Savant. Whatever you'd prefer.

Role type: Full-time, permanent

Line manager: Marketing and Performance Manager

Where you'll be working

You'll be primarily based at either our Suffolk or Midlands office, though you may occasionally be required to travel for client meetings or events. We also have offices in London and Manchester.

Whilst we're flexible around the needs of day-to-day life, we love seeing people in the office working shoulder-to-shoulder with the rest of the StrategiQ gang, so we'd like to see you in the office at least 3 days a week.

Who you'll be working for

Fancy working for a globally recognised digital marketing agency?

You've come to the right place.

StrategiQ is an award-winning digital marketing agency filled with some of the best brains in the business; from savvy strategists to deft designers, and website-developing wizards to social media masterminds.

We work together as #OneTeam and #OneAgency, delivering integrated marketing strategies and a full suite of digital services between our three UK studios, partnering with ambitious brands across the globe.

Founded in 2013, StrategiQ is made up of a growing team of over 50 experts; each with their own specialism to offer and a shared vision between them.

We don't look for box-tickers here. We look for people who'll bring the right energy and the right attitude to their work. We look for people who genuinely care about what's best for our clients. We look for people who are committed to their own learning and mastering their craft. We look for people who can make mistakes (which we all do here) and learn from them. We look for people who are aligned with StrategiQ's vision and values. We look for dynamic people who can move and evolve with the flow of a bustling agency. We look for people who

are excited to grow within a fast-moving, industry-leading organisation and want to be on the journey with us.

If this sounds like you, then we want to hear from you - even if you feel your background or career experience so far doesn't quite fit our requirements.

If you bring the right attitude, we'll provide the right tools. With limitless training, development and mentorship opportunities, we'll help you get to where you want to be.

Shoulder-to-shoulder, getting there together.

Who you'll be working with

We're all about working as #OneTeam here, and, if we do say so ourselves, we work with the best of the best.

Take a moment to [meet the team](#) and see who you could be delivering award-winning projects with in future.

What you'll be doing

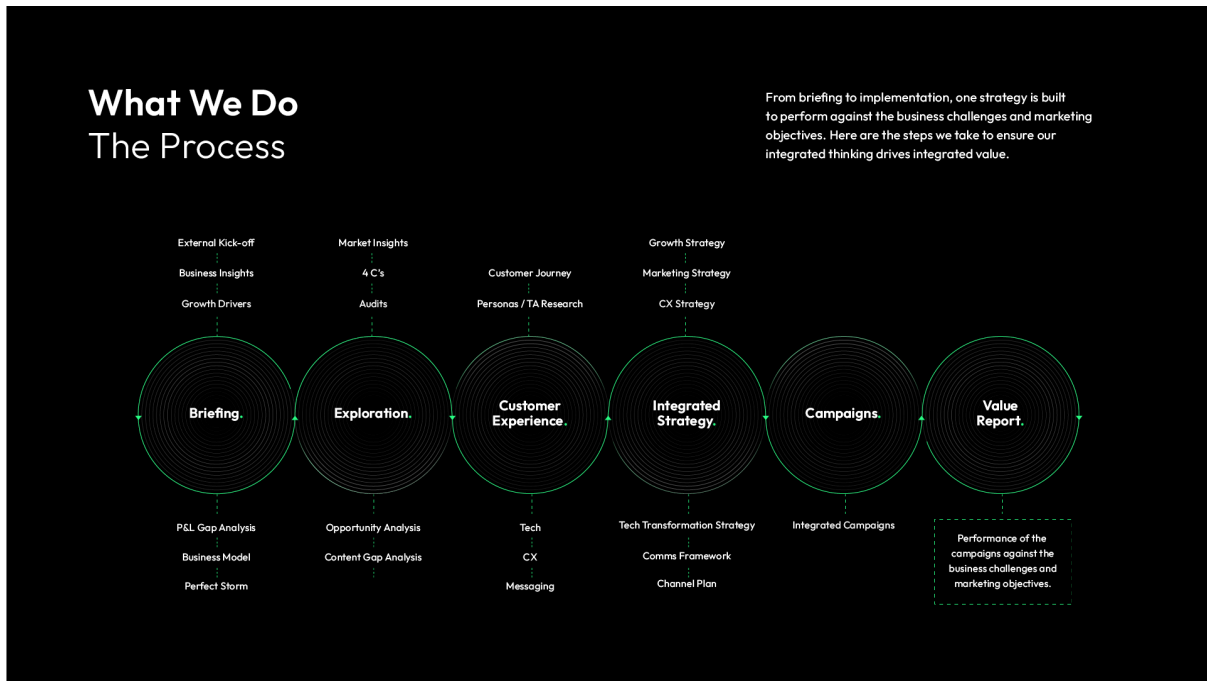
A Marketing Manager within StrategiQ is responsible for ensuring that clients have robust and considered marketing strategies based on the needs of the business. Results-focused, you are commercially aware of performance and draw upon a strong background of marketing expertise to coordinate delivery whilst forging strong and trusted relationships with your clients.

You'll be accountable for ensuring that the marketing delivery team understands the strategy, ensuring that effective work and results are achieved through correct planning and briefs. By meticulously maintaining your client strategies in our work Management software (Scoro) - you'll be accountable for managing your clients' budgets and meeting our profitability standards.

You'll be upholding the benchmark for how we build valued relationships with our clients, leveraging all opportunities to grow and renew revenues within your client strategies. As a go-to individual within the agency, you will build strong relationships with our Marketing Delivery Heads-of-Department and work collaboratively to manage client expectations & performance.

As an experienced marketer, you'll be able to leverage the full spectrum of integrated digital marketing channels offered by StrategiQ, bringing cross discipline teams together effectively so that people are excited to play a part in solving client challenges.

You will be well versed and able to eloquently and accurately talk around, and create strategies in line with StrategiQ's Framework as illustrated below.



This is a framework that each of your client accounts will be using to effectively deploy StrategiQ's executional expertise to solve business challenges and report back on the value that the marketing strategy is in turn generating against agreed targets.

STRATEGY

Marketing Strategy
 Insights
 Consultancy

CREATIVE

Brand Identity
 UX/UI Design
 Video
 Animation

MARKETING

SEO
 Paid Media
 Social Media
 Performance Marketing
 Email Marketing
 Customer Experience Marketing
 Content
 PR

TECH

Web Development
 Digital Transformation
 Website Support

Your day-to-day responsibilities will include:

- Owning the client relationship and serving as the lead point of contact for matters specific to your accounts
- Developing trusted business partner relationships with key clients and customer stakeholders through a solid understanding of their industry trends and unique business challenges
- Ensuring that your clients have a robust and considered marketing strategy in line with the StrategiQ Framework, complete with agreed metrics and KPIs based on their business revenue targets and growth aspiration
- Working with the delivery specialist teams to develop comprehensive briefs & execution plans against the agreed robust strategy and to wrap up performance as part of Quarterly Business Reviews
- Preparing weekly, monthly & quarterly performance and 'value reports' for clients
- Ownership over client issues, escalations or complaints
- To manage & maintain the organisation of all client strategy delivery within our work management software (Scoro) within the set standards to ensure it is delivered on-time and on-budget without accounts being under or over delivered
- Continually appraising and challenging strategies, offering key insight and rationale to pivot strategies where required when presenting regular results
- Developing new business with existing clients and identifying areas of opportunity within your portfolio to meet our agency sales targets and your personal growth target
- Support and mentoring of junior members of the team to assist and provide guidance on strategies, delivery specialisms and client relationship management
- Confidently organising and leading internal and external client WIPs, preparing structured agendas and following up with clear actions for both internal and external teams
- Support the onboarding of new clients once they are assigned post sale, to ensure a seamless and comprehensive customer experience in line with StrategiQ's processes
- To maintain an active awareness of industry trends, emerging tools and technologies along with emerging legislation and economic trends that affect our clients and industry

- Dependent on your skills and experience (based on our Skills Matrix assessment), you may also deliver marketing services directly in line with the strategy you own, working closely with the other members of an integrated team

What you'll be bringing home

Apart from a sense of profound personal accomplishment at the end of each day, you'll also be bringing home a salary of between £35k to £60k, depending on experience.

We actively support the career development of each member of the team and provide numerous opportunities to progress in your role - whatever that may look like to you.

What we'd like to see

- 3-5+ years of relevant client services / marketing experience in an marketing manager role, or similar
- Excellent listening, negotiation and presentation abilities
- Strong professional communications skills with the ability to present and influence key stakeholders at all levels of an organisation
- Exceptional organisation, attention to detail and time management skills, enabling you to manage a broad portfolio of clients and service lines around a full schedule
- Enthusiasm and the confidence to own the role, and grow in a thriving agency
- The ability to question, challenge and understand a client's business plan from a broad range of markets and sectors
- Creation of marketing strategies that include tactics, budgeting and forecasting
- An analytical eye and overarching interest in using data to influence your decision-making; making expert use of industry leading tools, Google Workspace
- Confidence in managing expectations and saying "no" when it's in the best interest of our team and/or the client
- Working knowledge of key digital marketing tools such as (but not limited to) Google Analytics, Google Looker Studio, Excel/Sheets, Hotjar and Powerpoint/Slides

What we'll offer you

We've designed a bespoke benefits package based on the feedback of our team and what means the most to them.

When you work with us, you'll receive:

- 30 days annual leave
- An annual loyalty bonus
- Individual performance bonuses
- £1000 conference and training budget every year
- Life assurance and critical illness cover
- Everyday health care cover
- Enhanced sick pay
- Volunteering leave and salary sacrifice for extra holiday
- Regular company socials
- Free gym membership (Suffolk office only)
- Enhanced maternity and paternity leave

A full list of our latest benefits can be found at <https://strategiq.co/careers/>

How to apply

We don't waste time with any fiddly forms here; simply send us a copy of your CV and a cover letter explaining why you'd be a good fit for the role.

We know it can sometimes be tricky to demonstrate your experience through words alone, so feel free to send us a piece of work you're particularly proud of to allow your skills to speak for themselves. Hit us with your magic at careers@strategiq.co and a member of our hiring team will review your application as soon as possible.

What to expect after you apply

We read through every application we receive, but due to the number of people that apply, we're only able to contact the candidates being shortlisted on each occasion.

If your application is successful, we'll contact you to kick things off with a chemistry call, so you can learn more about us and ask any questions you may have about the role.

Think of it like a first date - if we have good chemistry, we'll arrange to see each other again. We can then discuss next steps and walk you through what the following stage of the interview process will look like.

If you don't hear back within two weeks of submitting your application, please assume you've been unsuccessful on this particular occasion. However, we'd encourage you to keep an eye on our careers page and apply for roles that you may be a better fit for in future.

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of one of our three offices. Unless invited by a Director of StrategiQ, respectfully no agencies.