



Water Direct – Vacancy

Marketing Manager

Based at Earls Colne, Colchester, CO6 2NS

Water Direct Limited

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Job Title: Marketing Manager

Job Type: Primarily office based with occasional travel to partner, customer and sales events or meetings

Location and hours of work: Earls Colne, CO6 2NS. 0900 to 1730 Monday to Friday

Employment Type: Permanent, full time

Salary: C. £30k-£32k PA

Job Description:

A fantastic opportunity has arisen for a motivated and organised individual to take ownership of delivering the full marketing mix across our established brand.

The brand holds an enviable position and you will be responsible for maintaining that through coordinated and consistent messaging.

Working closely with the Senior Sales & Marketing Manager you will build awareness and trust in the brand and improve the quality and quantity of sales leads.

You will take day to day responsibility for coordinating the delivery of marketing and communications activity across multiple channels, to deliver a coherent and professional approach to various projects and ensuring that these are delivered on budget and schedule.

You will be confident, organised, motivated, hands-on and responsible for the following:

Activity Planning and Implementation: To maintain a strategic outlook on the marketing approach, ensuring successful targeting to the key focus customer bases. To create, develop, implement and track the marketing and communications annual plan including content and campaign schedules. Oversee the agreed marketing budget and spend throughout the year.

Increasing Sales Leads: Work with the Senior Sales & Marketing Manager and sales team to fill the sales pipeline, increasing number of leads and maximising opportunities to increase brand awareness. Determine suitable reporting methods to quantifiably demonstrate a positive impact on sales.

Brand Guardianship: To take ownership of the Water Direct brand as a whole and all the sub brands (e.g. H2gO). To protect and steward their use across all internal & external media and ensure all physical and media assets sit in line with brand guidelines.

Website, SEO and E-commerce: To continually develop and maintain the Water Direct website, hosted on WordPress. Monitor SEO performance and update content to improve and maintain high organic search engine positioning. Oversee and report on orders taken on the online shop and keep it up to date with new and existing products.

Digital Marketing: Execute a digitally focused approach utilising effective tools to drive brand awareness and deliver well qualified leads. Manage social media channels (Facebook, Twitter, LinkedIn) and create relevant and appropriate content for each platform. Create targeted material that helps set Water Direct apart as thought leaders to improve awareness, trust and engagement. Implement targeted e-mail campaigns to be sent to the segmented GDPR compliant database and maintain that database as more data is collected. Utilise Google analytics and wider suite to monitor performance and extend reach using other tools such as re-marketing and PPC.

Copywriting: Writing and proofing content for social media, blogs, e-mail campaigns, PR, web pages, internal newsletter, articles, award submissions and other applications. Maintain excellent spelling, grammar and semantics and be creative to ensure all content is engaging, informative, has a purpose and a call to action.

PR & Media: Write and distribute press releases to reach relevant media publications. Share news and developments of the business and overall aim to increase brand awareness, trust and positioning as thought leaders in the industry. Build key media relationships to produce legitimate content for industry publications.

Events Management: To lead the selection, development and execution of our external events activity across the UK. Create all relevant collateral and brief the sales team members who attend. Set out a plan to ensure we get as much out of each event as possible, reporting on traceable ROI when necessary.

Media and Physical Marketing Asset Management: Manage the digital asset library of videos, photos and brand assets. Manage photography and videography projects to continue to communicate the marketing message with a professional, informative and engaging approach. Produce physical assets such as banners, flyers, branded merchandise, signage and vehicle branding to best represent Water Direct externally.

Relationship Management and Partnership Marketing: Maintain and build on relationships with external partners to create collaborative approaches to a mutually beneficial message through suitable channels. The successful candidate will also need to be able to work closely with all personnel in the WD business, often with tight deadlines and significant pressure. It is essential that the Marketing Manager maintains a highly constructive and mature relationship with key stakeholders inside business.

Reporting and Analysis: Utilise available data to determine the success of marketing activity against business objectives. Suggest adaptations to approach based on changes within the micro and macro environments including customer and industry trends. Regularly report on activity to keep the wider team up to date and to track areas that are working and those that need improving.

The Ideal Candidate:

- Experience using the full marketing mix
- Presentable, friendly, good phone and face-to-face manner
- Intelligent with the ability to understand and handle concepts easily
- Positive 'can-do' outlook and eager to learn
- Strong communication and digital/IT fluency
- Enjoy a challenge and creative problem solving
- Good time management
- Pragmatic and diligent
- Strong customer service values
- Project management experience
- Creative outlook
- Proven copywriting skills
- Adaptable and willing
- Experience with WordPress, Yoast etc.
- Solutions driven

About Water Direct:

Water Direct is the leading provider of alternative and emergency drinking water supply throughout the UK, supplying not only commercial and private organisations, but also the water utilities themselves. We pride ourselves on our industry pedigree and exceptional level of quality assurance offered with our services. We provide a specialised water logistics and quality assurance service to many industries, including construction, transport, utilities, education, energy and more.