

Person Specification

Job Details	
Job Title	Marketing Manager
Team	KnowledgePoint Group
Job Type	Full-Time
Reports To	Sales & Marketing Director
Responsible For	Marketing operations
Working Hours	Monday to Friday, 9:00 am to 5:30 pm. From time to time there may be a requirement to change normal working hours due to operational need.

Criteria	Essential	Desirable	Method of Assessment
Education/ Qualifications	Degree or Higher National Diploma in marketing, business, economics, or equivalent qualification or L5 marketing apprenticeship	Certificate, Advanced Certificate or Postgraduate Diploma in Marketing from the Chartered Institute of Marketing	Application form, CV, Certificate check
Experience	Proven marketing and campaigns experience, ideally from a related industry and/or B2B environment	Knowledge of relevant marketing practices, etc	Application form, CV, Interview
	An understanding of the full marketing mix including digital and social media	Knowledge of successful online marketing strategies, etc	Application form, CV, Interview
	Able to demonstrate the ability to develop, maintain and deliver marketing strategies to meet company objectives		Application form, CV, Interview
	A strong understanding of customer buying behaviours, and market dynamics / requirements		Application form, CV, Interview
	Proven track record of increasing customer awareness		Application form, CV, Interview
	Proven track record of working in partnership with Sales teams		Application form, CV, Interview
	Proven track record in communications and stakeholder management		Application form, CV, Interview
	Evidence of having led a successful team either as a permanent role or on a long term program		
Knowledge / Skills	Excellent interpersonal/ communication skills with the ability to build partnerships with employees/management/customers, both individually and in groups		Interview
	Demonstrates understanding of commercial drivers and the impact of marketing activity on achieving company targets.		Interview

Criteria	Essential	Desirable	Method of Assessment
	Ability to implement campaign measurement including metrics and outcomes (to establish ROI)		Application form, CV, Interview
	Ability to research, produce and analyse data, identifying trends, and making recommendations through verbal and written reports, presentations and proposals		Application form, CV, Interview
	Excellent literacy skills – strong verbal and written communication skills including ability to accurately proofread documents and literature. Excellent attention to detail		Interview
	Able to competently use a range of marketing tools and technologies including web content management systems, CRM, email and automation tools	Responsible for management of CRM	Application form, CV, Interview
	Understands the principles of proposition development and marketing's 4Ps		Interview
	Demonstrates understanding of effective market research and evaluation techniques		Application form, CV, Interview
	Ability to communicate at all levels and drive management sign off / approval to keep projects on time		Application form, CV, Interview
	Expert in the use of Microsoft Word, Excel, PowerPoint, Internet and the Adobe family of products	Proficient in the use of Microsoft CRM	Application form, CV, Interview
Work related attributes, qualities, competencies	Ability to work on own initiative or as part of a team	A clear understanding of the KnowledgePoint Group and brands to be supported	Interview
	Good influencing and persuasion skills		Interview
	Has tact and discretion and respect of confidentiality		Interview
	Well motivated to initiate and take forward projects and tasks and see them through to a conclusion		Interview
	Exemplary organisation and time management skills		Interview
	Ability to multi-task and achieve results under pressure		Interview
Personal / Other Requirements	Drive, enthusiastic, innovative, persistent Highly creative Professional and mature approach Excellent attendance and timekeeping		Interview, References