



Job Specification: Jr Marketing Manager

The Role

We are looking for a highly motivated and experienced Junior Marketing Manager or Senior Marketing Executive. You will work closely with our marketing, sales, and production teams to plan and execute promotion of our digital and in-person event series, making full use of the marketing mix. You will work directly with customer advocates to share their stories through direct marketing & media campaigns, and digital assets including case studies, videos, and blogs. You will support key strategic accounts by planning and executing integrated marketing campaigns to drive awareness and registration to bespoke partner activities.

What You'll Do

- Identify, manage, and develop a coherent marketing plan to cover a range of touchpoints within our thematic 'event series'
- Leverage a broad and appropriate mix of marketing programs (inclusive of social marketing, direct marketing, and digital marketing) to maximize awareness, relevancy, consideration, and registration to our digital and event activities.
- Identify, negotiate, and administer contra deals with media partners to maximise event exposure.
- Produce and manage a portfolio of assets and deliverables appropriate to marketing plan requirements.
- Manage program execution against committed timelines and within budget; set appropriate success KPIs and track measurements to determine impact and ROI.
- Ensure appropriate communication and collaboration with key stakeholders from planning through to results across a range of bespoke customer relationships.
- Cultivate long-term relationships with customers and colleagues in marketing, sales, and event production.
- Develop a departmental area of specialism to drive best practise company-wide (social/digital/direct/partnerships). Champion the adoption and continuing improvement of our processes within this area.

Requirements

- Strong marketing experience in B2B environment (2 years minimum)
- Exceptional project management skills with proven success in achieving targeted results.
- Experience working with customers to develop advocacy marketing materials that showcase real-world success and value across multiple channels (case studies, press releases, social media, etc.)
- Proven ability to define, develop, and execute integrated marketing programs.
- Excellent written and verbal communication skills, attention to detail and a flair for creativity and innovation.
- Experience and understanding of content management systems.
- Ability to develop long-term business relationships with customers and internal teams.

Nice to Have

- Bachelor's degree in a relevant field
- Life sciences industry-relevant work experience

Benefits of this role: You will receive a basic salary from £26,000-29,000 PA + commission (up to £3k OTE). To the right candidate we provide excellent remuneration, training, benefits and a long-term career plan. Staff are also provided with annual appraisals, mental health support during our Time to Talk days and annual staff awards to recognise achievements. Additional benefits include - gym membership, flexible/home working opportunities, regular social events, increment of holiday during employment.

Interested in joining the team? Email your CV and cover letter to careers@oxfordglobal.co.uk

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