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## Marketing Manager

dbdplay specialises in the design and installation of educational playgrounds for schools and nurseries throughout the UK. We are a family business with a dedicated and supportive team, we are looking for someone to drive the marketing function and grow market share.

You will be responsible for the creation and delivery of the marketing strategy for the business. You will ensure consistency of brand identity and delivery of quality in bound leads to the sales team. You will have the support of an in-house Graphic Designer.

### What we want you to do:

- Create, manage, and implement term led marketing plans to align with the Business Plan
- Plan, develop and deliver marketing campaigns across multiple channels within agreed targets, timescales, and budgets
- Analyse market trends and react with appropriate marketing material
- Where necessary work with external marketing professionals to deliver SEO, PPC and Social campaigns
- Create relevant content to support marketing campaigns, including copywriting and blogs
- Manage the website and all relevant social media channels
- Drive PR opportunities and promote them across all platforms
- Deliver on KPIs for the marketing function

### What we are looking for:

- Bachelor's Degree in marketing or equivalent preferable
- An understanding of the primary education useful but not essential
- Initiative and the ability to self-manage essential along with a can-do proactive attitude
- Friendly personality with excellent communication and interpersonal skills
- Evidence of sales pipeline generation
- Excellent organisational and planning skills, able to prioritise work and manage time effectively
- Excellent writing skills
- Willingness to learn and adapt the role to the needs of a growing business

### What we can offer you:

- Salary 35K-40K (depending on experience)
- NEST Pension Scheme
- Holiday 25 days plus Bank Holidays (extra holidays available through negotiation)
- Continuous training and development
- Bonus scheme
- Chance to impact the growth of an ambitious company

For more information, please contact [rachael@dbdplay.com](mailto:rachael@dbdplay.com) or 01249 470100