Strata has been an integral part of the Hull business community since 1988. In that time, we’ve worked hard to develop a reputation as a dependable, innovative company that can deliver on any project. From our manufacturing roots, we’ve evolved and expanded – diversifying our offering and branching out into a collaborative group of manufacturing and engineering companies.

Title – Sales/Marketing Manager

Reporting to – Managing Director (Strata)

Sales/Marketing Manager jobs responsibilities:

A marketing manager is responsible for managing the promotion and positioning of a brand or the products and services that a company sells.

Typically marketing managers are employed to attract more customers to buy from the company and to raise brand awareness through the creation of marketing campaigns. They’ll also analyse the types of customer that a company wants and how to attract them, and they’ll figure out ways for the company to better serve the customers they already have. They’ll also ensure that the company sees a good return on any money that is invested in marketing activities. Your core duties will include:

* Direct selling
* Website management.
* Social media management.
* Copywriting and content management.
* Data analytics.
* PR and corporate communications.
* Management of the Company CRM system
* Working with the executive team, such as the marketing director or managing director, to set the marketing strategy for the business.
* Researching and analysing market trends and competitors.
* Overseeing marketing campaigns.
* Tracking effectiveness of marketing campaigns and reporting findings to the executive team.
* Looking after the budget of the marketing department and making sure the budget spend is delivering a return on investment.
* Overseeing the company’s attendance at events, such as trade shows, conferences, and festivals.

You:

To be considered for this sign Sales/Marketing Manager job, you’ll be a dynamic individual committed to delivering excellent customer service, whilst maintaining company standards. You’ll be able to demonstrate:

* Self-motivation, with a can-do attitude
* Proficient in all Microsoft packages
* A keen eye for detail
* Well presented with good written and verbal communication skills.
* Ability to multitask and keep a cool head during busy periods.
* A willingness to travel, with the possibility of the occasional overnight stay.

Job Types: Full-time, Permanent

Salary: Negotiable and dependant on experience

Experience:

Marketing : 3 Year (preferred)

Sales : 3 Year (preferred)

Licence: driving (Required)