



POSITION DESCRIPTION

TITLE:

MARKETING MANAGER

RESPONSIBLE TO:

COO

PURPOSE OF ROLE:

Align the local and global marketing strategies to achieve the objectives of the 2022 Strategic Plan. Manage, enhance and grow Impact's brand awareness in the marketplace, as well as promote and differentiate products / services from competition. Create all marketing campaigns; manage Impact's social media profiles; partner with clients and Account Directors to write and submit winning industry award applications; and write and brand all case studies, whitepapers, and other marketing collateral.

Manage the Marketing Co-ordinator to ensure the business and their personal development objectives are met.

Support the sales team via prompt and professional proposal writing including responses to incoming RFIs, RFPs, proposals, and other client presentation documents. Attend sales meetings providing detailed notes and coordinate follow-up actions for the sales team.

KEY RESPONSIBILITIES

Responsibility

Create and build targeted marketing campaigns

Tasks

- Conduct marketplace research to identify industry trends / themes
- Develop editorial calendar mapping campaign focus for fiscal year to marketplace trends
- Work with COO and wider Sales Team, to develop campaign messages; similarly, partner with Account Directors to determine campaign options for existing account growth opportunities
- Liaise with graphic designer to create digital asset, incorporating key messages and call to action
- Distribute campaign on marketing automation platform, ensuring all links are traceable and alerts accurately set up
- Monitor campaign analytics and activity
- Coordinate with SVP-Global Client Services, and notify lead generation team of hot leads requiring follow-up

Performance standards

- Capture historical campaign analytics to demonstrate increased engagement with prospects
- Debrief with Sales and Account Director Teams to discuss campaign effectiveness
- Monitor prospects as they move across the sales funnel



Responsibility

Tasks

Performance standards

Responsibility

Tasks

Performance standards

Manage and maintain social media profiles

- Develop social media strategy and set clear objectives / processes for coordinating with Global Marketing team
- Track industry influencers, trade outlets and social media outlets for articles relating to Leadership Development, Learning & Development, Talent Development, Human Resources, etc.
- Monitor, listen and respond to users across social media channels
- Create and post content on social media 4-5 times a week
- Leverage Hootsuite to ensure consistency and global coordination of content delivery
- Regularly liaise with the global marketing team to coordinate on any crucial social media initiatives, events, awards, etc.
- Analyze and measure the impact and effectiveness of social media campaigns – tracking historical standards

- Social media profiles are monitored and updated in a consistent manner
- Analyze historical data with tangible outcomes for future social media initiatives
- Regular contact and coordination between global marketing teams
- Increase visibility and leads from target audience / followers

Write and submit award winning industry applications

- Research industry trends and potential awards to enter client programs
- Partner with Account Directors to correspond with appropriate clients and match them to applicable awards
- Receive sign-off / approval from clients to nominate program
- Work with Program Managers / Account Directors to source appropriate information to complete award application, e.g. design, delivery and evaluation materials / resources
- Write award application, checking in with CST to ensure accuracy of write-up
- Send application to the client for review and feedback
- Submit application on behalf of client
- If recognized, announce win and secure attendance at award gala

- New industry award ideas are identified
- Source correct information required for application through building relationships within the CST
- Win 2-3 awards every year
- Develop award application into client case study



Responsibility

Tasks

Manage lifecycle of content creation

- Develop new content, e.g. articles, infographics, case studies, whitepapers, etc. alongside internal SMEs
- Leverage graphic designer to create content / assets in Adobe Suite
- Manage database of Facilitator biographies, and update accordingly with new client work and experience
- Regularly review website to ensure content is up to date and reflecting newest thinking / work
- Develop video case studies in partnership with key clients / accounts
- Communicate achievements and regularly disseminate new content across knowledge sharing platforms
- Project manage interviews with internal SMEs and ghost writer for development of thought leadership
- Contribute to Impact's biweekly newsletter

Performance standards

- Review content with SVP - Account Strategy to source feedback and strength of deliverable, identifying areas for improvement
- Seek wider team feedback during the annual Performance Review period to capture key commentary

Responsibility

Tasks

Proposal development with New Sales and Account Growth Teams

- Review RFIs, RFPs and client notes to understand proposal scope, deliverables and key dates
- Conduct internal walk through call to gather alignment and assign responsibilities
- Join discovery call with prospect / client to surface learning objectives and key KPIs
- Secure program architecture from Impact Solution Architect to create proposal framework
- Partner with SVP- Global Client Services and / or Account Directors to develop proposal, Executive Summary and Investment Summary

Performance standards

- Continuously improve proposal quality, design thinking and innovative approaches to proposal development
- Capture proposals that convert into business in order to demonstrate successes
- Solicit feedback from project team to understand how to improve the process for successful delivery