

cadventure

Job Description: Strategic Marketing Manager

Cadventure provides software and services to Architects, Engineers and Construction companies. We are highly successful in our key markets with ambitious growth plans.

We have an exciting opportunity for a **Strategic Marketing Manager** to head up our new Marketing team. Based in our London office, you will join us on a flexible working, full-time basis with a competitive salary commensurate with your experience.

You will target our selected audience groups with strong propositions to attract new clients at the start of their buying journey, from research to enquiry to purchase to lifetime customers. You will be involved in developing B2B value propositions, including message testing, new service offerings and lifecycle management.

Working closely with the Managing Director and Sales Director, you will bring strategic marketing; proposition and portfolio management expertise to the role, embedding an understanding of customer behaviour, business dynamics and marketing best practice. You will manage our external relationships with marketing personnel in our vendor companies and our external agencies.

Whilst we have a well-established marketing function, due to personnel changes, you will have the opportunity to build your own team with a Digital Marketing Executive to support you in marketing execution with the opportunity to shape the growth of our business and your team.

Key responsibilities for the Strategic Marketing Manager:

You will play a key role in marketing planning, working with various stakeholders to drive the creation and execution of the strategic marketing plan to meet business targets, providing management updates and horizon scanning to identify external trends in software and service delivery, competitor analysis, best practice from allied organisations, customer expectations and communication and their impact on customer audiences. You will provide advocacy for customer focus and embrace continuous improvement to identify enhancements to the marketing strategy.

You will understand the full marketing mix to support the planning, management, and delivery of B2B customer campaigns and Go to Market plans for a range of business priorities, working with relevant colleagues to oversee multi-channel campaign design, and monitor and report results.

The Role:

To hit the ground running, you are likely to have experience in a similar role in the AEC sector. We are a multi-vendor sales and services business so this role will suit someone with a clear head, capable of juggling a number of activities.

You will have demonstrable experience in developing B2B value propositions. You will be adept at capturing customer insights and communicating key findings and have an appreciation of the technical aspects of product / service development, with technical proficiency in the key tools that we use to manage and develop our marketing activity

You will be experienced in all aspects of campaign execution, with a key focus on designing integrated marketing campaigns collaboratively using the full marketing mix including digital channels with proven results.

You will be an advocate for the customer at all times with excellent inter-personal skills and the ability to influence and build relationships with colleagues across the organisation (including at senior level) to take the customer into account. You will show experience of working in cross-functional teams to achieve results.

You will have proven experience of working at pace and the ability to innovate and introduce new processes within a team.

Benefits of becoming our Strategic Marketing Manager:

In addition to competitive terms, conditions, and benefits, we provide excellent opportunities for career progression, training, and development.

Cadventure is a rewarding place to work, where difference is celebrated and we are committed to fairness and equality for all, so that you feel valued for who you are and what you do. Our shared values help us work together to benefit all our Stakeholders.

Person Specification:

- Degree level qualification or equivalent experience in marketing or business administration
- Excellent written and verbal communication skills to translate complex technical features into compelling copy. Experience in a technical / scientific context, would be an advantage
- Phenomenal attention to detail with spelling and accuracy for all written communications
- Industry knowledge of the Architectural Engineering and Construction sector will be distinct advantage
- Web maintenance / e-marketing experience, with current knowledge of social media marketing tools, Google rankings and search engine optimization is desirable
- Able to demonstrate product awareness and an understanding of the needs of the customer
- Able to work individually as well as part of a growing team
- Good time management and ability to meet multiple project deadlines with excellent prioritisation and planning skills
- Previous experience of WordPress, HubSpot and email marketing systems are advantageous
- Willing to travel occasionally both nationally and internationally in support of promotional activity

Key accountabilities:

- Delivery of excellence in project execution, support, and service
- Execution of effective routine activities within key responsibilities
- Profitable and time-efficient management of all projects
- Effective compliance with company systems and procedures
- Contribution to consistent high operating standards within Cadventure