



Marketing Manager

Salary: £40,000 to £50,000 per annum.

Terms: This is a permanent role with a six-month probationary period. We offer a flexible business model in which all types of working arrangements would be considered. This could include job share, flexible or part-time work.

Location: Our office is in Farringdon, London. We fully support home-working for all staff.

Benefits: We offer 30 days holiday and employer's pension contribution of up to 6% of salary. We award all staff a bonus day's holiday on their birthday.

About the Role

EW Group is a leading diversity consultancy, working across the UK and internationally. Our client list includes household names, FTSE100 companies and public-sector bodies. We've recently grown in size and now need a strategic and creative marketer who can help us to attract and retain clients.

Working closely with the Managing Director, the successful applicant will be able to build upon their existing marketing experience, ideally gained within the training or consultancy sector. This is a new role and reflects how important it is to the business that we continue to attract and retain our clients. You'll be building the funnel of interested HR leads, chief executives and diversity specialists who will go on to become our highly valued clients. This is a role to challenge and inspire the right person, with excellent prospects for growing with the company.

Our style is a major part of both the EW Group brand and our proposition to clients. We're enthusiastic, positive and creative in all that we do, and we want that collective EW Group personality to shine through in our marketing. Your job will be to capture this personality and create intelligent, useful, shareable content which is authentic to our 26-year-old brand.

You'll be welcomed into a buzzy small team and given lots of support in getting up to speed on the myriad of different services we offer. During your first 6 weeks you can expect to be sitting in on client pitches, watching our consultants at work and spending time on site with clients.

The Role Competencies

This is a senior role which is pivotal to the success of the business and is both strategic and hands-on. We're looking for someone who demonstrates the following competencies:

- Experience of successfully using marketing activity across multiple channels to generate new, quality sales leads
- Experience of developing and maintaining customer engagement and retention campaigns
- Experience of generating and repurposing high quality content for a business to business audience
- Excellent understanding of search marketing, both unpaid and paid strategies, and content marketing
- A communication style which is clear, engaging and confident
- An understanding of the diversity and inclusion training and consultancy market

About EW Group

At EW Group, rarely are two days the same. We're a small team so you'll be working closely with everyone but particularly with the Managing Director who you will report to. You'll have input into all aspects of the business, including operations, sales, marketing and products.

We can promise you exciting, cutting-edge work which has real social value. We are committed to career development and support, and you will be offered the chance to be involved in all aspects of the business as we grow.

We work with companies from across the private, public and charitable sectors. We're unique in the way we custom-build our work to the challenges that each client is facing. We've delivered bespoke projects at the BBC, Halfords, RSA Insurance, Adidas, Santander, Arts Council England and the Metropolitan Police, plus hundreds more. These companies want to work with us because of our long-standing reputation for delivering innovative, creative and impactful sessions.

To apply, please submit your CV and covering letter along with examples of your previous marketing work to:

Rachael Wilson
Managing Director
Rachael.Wilson@theewgroup.com

Click [here](#) to read more about EW Group.

The Key Duties of this Role

Marketing Strategy

- Lead on creation and delivery of the annual marketing plan
- Drive our content generation strategy (premium content, newsletters, product overviews, case studies and video)
- Implement and manage our client marketing database
- Carry out market research projects with our clients and prospective clients
- Carry out trend forecasting and customer insights analysis
- Be proactive in identifying new sales opportunities
- Ensure that all EW Group communications are on-brand, fully accessible and that our copy really sparkles

Online Marketing

- Focus on ROI across all workstreams, ensuring that our marketing effort continues to generate good quality leads
- Apply continuous improvement to the website, both in terms of user experience and lead generation
- Have overall responsibility for and understanding of all aspects of SEO and PPC campaigns
- Manage our various content channels (podcast, newsletter, blogs etc)
- Have oversight of our social media channels

Offline Marketing

- Develop and manage a programme of client taster events
- Manage and promote our Inclusive Culture Pledge
- Manage our various providers: film company, photographer, SEO consultant
- Manage our presence at a range of external events, trade fairs and conferences
- Network and build your contacts across the wide range of industries we operate in

Management

- Reporting into the Managing Director
- This role is initially responsible for line management of one direct report, the Marketing Executive
- The post-holder will be proactive in nurturing the skills and expertise of their direct report(s)
- The post-holder will prepare and present monthly reports for the Senior Management Team and quarterly reports for the EW Group Board of Directors
- The post-holder will be a member of the Senior Management Team, along with the Operations Manager and the Business Development Manager. As such, they will be expected to lead the rest of the team in a way which reflects the EW Group values (positive, practical, creative)
- The post-holder will take a leadership role in our internal meetings and away days, including at our annual team event in Italy.

Person Specification

- You will be energetic and positive in your approach with clients and with the team
- You will be able to communicate your passion for making workplaces more inclusive environments, and for bringing about culture change
- The pace of work is often high, as we are always responding to client needs. The successful applicant will be comfortable prioritising and working to tight deadlines
- The successful applicant will inspire others in the team with their ability to overcome challenges in a positive way
- You will be happy to take responsibility for managing your own workload, and for raising any workload issues with the Managing Director

