

**Growth Marketing Manager**

**Reports to:** Keri Barton

**Location:** Hybrid

**About Concerto**

Part of the Bellrock Group, Concerto has been a market-disrupting innovator of cloud-based software since 2004, delivering market-leading CAFM/IWMS solutions. Based in Stockton Heath, Warrington and Leicester, our technology is trusted by household names, such as John Lewis & Waitrose, Wagamama and University of Oxford, along with many other blue-chip and public sector organisations who rely on our technology to monitor and manage all aspects of property asset information, processes and risk.

Concerto is a well-established business with a solid financial base but has the agile mindset of a start-up. Having proven our technology in a highly competitive landscape and recently acquired new owners/investment, Concerto has plans to scale the business significantly.

**Growth Marketing Manager**

With continued, double-digit growth during 2023, Concerto is seeking an experienced, hands-on and qualified Growth Marketing Manager to lead customer acquisition projects in a variety of different market sectors. As the Growth Marketing Manager, you will be a superstar in charge of increasing website traffic, generating qualified leads, and nurturing those leads along the buyer journey. You will work closely with sales teams to ensure marketing activity and sales goals are aligned. Whilst this is an extremely hands-on role, there will also be some emphasis on project management, client liaison, and managing marketing partners.

This role will suit an innovative/creative marketing manager with 5+ years’ experience and a background in content marketing, SEO, social media, Email Marketing, Google Analytics and PPC Management. This a new role to the business so we are looking for a candidate who can educate Concerto on how best to achieve our marketing goals and take real ownership for our marketing function.

**Key Responsibilities & Critical Success Measures**

* Create Inbound Marketing Strategies to meet marketing targets and achieve sales growth
* Build and deliver a content calendar that is designed to attract a targeted audience (blog posts, whitepapers, e-books, reports, webinars, infographics, etc.). We expect the candidate to be technology focussed and automate as much as possible.
* Generate leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content.
* Continually look for new ways to generate leads and manage targeted list development.
* Project Manage and collaborate with internal teams and external partners to deliver marketing projects scopes on time and in budget.
* Write and develop engaging content for our content calendar including blogs, newsletters, case studies & social media posts.
* Social Media Community Management (Publishing, Monitoring, Engaging and Community Building).
* Continually track, monitor and optimise On and Off page SEO opportunities.
* Management of Paid Advertising budgets through Adwords, LinkedIn and Social Advertising channels
* Work closely with our website partners to manage our company website and social media platforms working
* Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
* Conducting customer, competitor, and product research

**Skills & Qualifications**

*Essential:*

* BA degree in digital marketing or equivalent work experience.
* CIM / IDM membership and/or certification(s)

*Desirable:*

* Hubspot Inbound Marketing Certification or equivalent experience (Marketo, Eloqua etc), Google Analytics, Adwords Certified, Adroll, Wordstream, Adobe Creative Suite, Social Media Management / Publishing Tools (Sprout Social, Hootsuite).

**Experience & Skills**

**Essential**

* 4+ years’ experience and a background in content marketing, SEO, social media, Email Marketing, Google Analytics and PPC Management.
* Significant experience using HubSpot to manage marketing campaigns and effectively report on their success
* Experience directing website SEO and SEM initiatives
* A high level of creativity, superior attention to detail, and impeccable writing skills
* Excellent use of technology to work efficiently and effectively
* Strong project management skills with the ability to manage multiple projects and deadlines
* Experience defining and executing Inbound Marketing Strategies
* Social Media Community Management experience for B2B clients.
* Excellent communicator and creative thinker, with an ability to use data to inform all decisions.
* Proficiency in marketing automation and blogging software in order to generate traffic, convert visitors into leads, and then nurture them (using dynamic workflows) into converted customers.

**Desirable**

* HTML/CSS, Adobe Creative Suite hands-on experience is an advantage
* Experience of creating video campaigns using Vidyard & Hootsuite

**EMPLOYMENT ACKNOWLEDGEMENT**

This job description is intended to describe the essential job functions of this position and is not intended to be an all-inclusive statement of job responsibilities.

I have read, understood and am able to perform the duties within the job description. I have received a copy of this form.

**Employee Name**………………………………………………………… **Date**…………………………………..

**Employee Signature**……………………………………………………………………………………………………