



Monsoon Role Profile

ROLE TITLE: Marketing and Communications Manager

DEPARTMENT:	REPORTS TO (JOB TITLE):
Marketing	Managing Director
BUSINESS UNIT:	NO OF DIRECT REPORTS:
Monsoon	2
Salary : £27,500	Grade
TBC	TBC

The duties and responsibilities of this role may vary from time to time and the post holder will be expected to perform other such duties that are reasonably comparable to the role. Company health and safety policies must be adhered to at all times in order to maintain a safe working environment for all employees and workers.

PRIMARY PURPOSE OF THE ROLE:

As Marketing and Communications Manager, you will be working with key data and insights to create a marketing strategy that will contribute to the continued growth and success of the businesses. You will report directly to the Managing Director and bring out the best of your marketing team to drive ideas forward. If have a meticulous eye for detail, can adapt to a fast and ever-changing environment then please do apply or get in touch to discuss further.

KEY RESPONSIBILITES:

The Role:

- You will be responsible for creating engaging campaigns across social, web and email to promote the business to prospective clients.
- Identifying key industry events to attend and managing entries for awards.
- Supporting the sales team to ensure they have clear, engaging collateral for meetings and pitches.
- Conducting competitor analysis to ensure a competitive advantage in the market.
- Regular reporting against defined KPI's to highlight effectiveness of all campaigns against business goals
- Line management and professional development of team members
- Managing relationships with third-party suppliers and agencies as and when required

SKILLS AND EXPERIENCE:

- Experience of working in a full-mix marketing role within a commercial environment
- Experienced in the management of large-scale marketing campaigns
- Evidence of managing marketing campaigns from cradle to grave, on time and within budget

- Excellent and professional communication skills, both written and verbal
- Outstanding stakeholder management skills
- The ability to manage several projects at any one time
- Strong knowledge of B2C marketing and experience of delivering digital marketing campaigns.
- Computer literate to be competent in intermediate Microsoft Excel and Word
- MUST have a degree in Marketing or similar field
- Knowledge of digital marketing and SEO
- Experience of working with sales teams
- Five years of marketing experience
- Direct line management experience
- Knowledge of the south Asian events industry preferred

Line Manager/Head of Dept::	Pav Shergill
HR Advisor:	Nicky Sandhu
Date:	21 March 2019