

Senior Marketing Manager

We're passionate about marketing that matters – are you? We're looking for someone adept in modern marketing with a natural leadership mindset, but more than that, we're looking for someone who shares our core motivation: the drive to make a genuine difference for clients through best practice B2B marketing; to significantly impact the bottom line.

Maverick International Communications is a hard-working and close-knit team of expert B2B marketers, strategists, copywriters, creatives, designers and developers. We create close partnerships with clients based on mutual trust and respect. This means we take time to truly understand the dynamics of their business; it means we genuinely care about delivering commercial outcomes for them; it means we are constantly honing our craft because we believe in the power of best practice marketing to accelerate business growth.

And now, we are looking for a truly exceptional person, who shares this belief, to become part of our hugely progressive and dynamic *Marketing Services* division.

About you

- ✓ **You are ready to make a difference.** You are seeking a more interesting, more challenging and more meaningful role. One with plenty of accountability, autonomy, flexibility and diversity. One where your efforts have a direct impact and you make a genuine difference through your work.
- ✓ **You are prepared to accelerate.** You are ready to step up a gear; to master a senior marketing position and instigate your career journey towards a high-level marketing director role. You want to build your own team, manage your own client book and make this opportunity your own.
- ✓ **You are on a journey of mastery.** You want to master your craft, deepen your expertise and be an authority amongst peers and clients. You are interested in the fundamentals of B2B buying behaviour (below the surface) as well as the tactics for generating demand, leads and sales for clients (above the surface).
- ✓ **You love data, analysis and insight.** You are naturally investigative and analytical. You love digging deep into data to uncover piercing insights that you can translate into fact-based marketing strategies and plans.
- ✓ **You belong with like-minded people.** You want to be part of a team that supports your personal and professional goals, with the freedom to shape your own career. You only want to work with equally driven, expert, organised, creative and ambitious people, in a fun environment where teamwork comes first, and every challenge is embraced as an opportunity to learn and grow.

About the role

Manage and grow your own client accounts.

From research and planning, to creative development and marketing execution, you will have full ownership of building relationships and delivering results for your own book of client accounts.

- **Forge rock-solid client relationships:** You will work shoulder to shoulder with clients, as a business partner, to deliver a commercial result. Open and honest communication and collaboration with clients is essential.
- **Execute tailored marketing programmes:** Using strategies and tactics such as ABM, content marketing, social advertising, PPC, online advertising, direct mail, print ads, email marketing, webinars, SEO and conversion rate optimisation, you will create marketing programmes that fit clients' needs.
- **Create content that engages:** You will research, shape and draft copy for industry reports, case studies, blogs, infographics, campaign landing pages, advertising banners, emails, videos etc. Working with our design team, you will translate these in compelling content assets.
- **Deliver marketing platform expertise:** You will continually develop your knowledge and skills in supporting technologies such as Salesforce Pardot, Lead Forensics, Google Analytics, CrazyEgg, Google AdWords etc.
- **Grow account revenue & profitability:** You will develop and closely manage project schedules, budgets and resources. An ability to forge strong relationships and a laser focus on driving commercial results, will result in sustained growth of clients' account revenue and profitability.

Communicate your own vision.

Clear communication and constructive collaboration with our internal team of B2B strategists, communications managers, copywriters, creatives, designers and developers will enable you to deliver best-in-class marketing programmes for your clients. You will work closely with third party partners and suppliers including technology partners and contractors to maximise value for clients and for Maverick.

Be instrumental in our growth.

As a senior member of the team, you will take an instrumental role in driving Maverick's business strategy, service offerings, sales and marketing activities. Inspired by our ambitious shared values, we operate as one team with one goal; to help grow our client's business through best practice B2B marketing.

Salary & Package

Very attractive salary and package.

To apply

Email CV and cover note to shellie.byrne@maverick-intl.com