



## Global Marketing Manager

- Cardiff
- Hybrid Working
- Full Time, Permanent
- Up to £30,000 per Annum, depending on experience
- Comprehensive Benefits Package including:
  - 25 days annual leave + 8 Bank Holidays
  - Pension contribution
  - Share options on completion of the successful probation period
  - Global travel
  - Genuine career progression within a fast-moving company, working closely with the company's commercial, leadership and global teams

### The Company:

Aspire Recruitment Services are proud to be working in collaboration with a visionary business with exciting growth plans. They're on a mission to disrupt the cooling industry and make a positive impact on the lives of millions. Their patented technology was originally developed to aid the safe storage of vaccines in developing countries, but it is now being utilised in many other industry sectors. They are the chosen partner for leading organisations and household names, from humanitarian agencies that deliver life-saving vaccines to areas most in need, or global brands providing innovative refrigeration systems that keep their products in perfect condition. With offices in Cardiff and Kenya, this is an ambitious start-up with a social conscience, destined for global success.

### The Role:

This role of Global Marketing Manager is pivotal to the business and is key to supporting its ambition to disrupt the cooling landscape. We are looking for an ambitious Marketing professional; a self-starter with the tenacity to ask questions, make recommendations and innovate the marketing function.

You will work in partnership with the commercial management team and senior stakeholders to ensure that marketing campaigns are effective and support the development of the brand in its key markets. You will be provided with the support and guidance of a talented, knowledgeable and highly experienced team, all enthusiastic to listen to YOUR ideas!

The objective is to enhance brand visibility, deliver innovative campaigns and drive revenue for the business, all in accordance with a robust Commercial Strategy. How this is achieved depends upon the drive, innovation and creativity which you bring to the role.

If you want to play a part in a business that changes lives by bringing dependable, sustainable cooling to countries without reliable power, this is the opportunity for you.

### Responsibilities:

- Implement a multi-channel marketing strategy which supports and complements the organisation's business development strategy.
- Produce a marketing communications calendar, taking into account dates of global significance as well as planning a content strategy for use across all platforms.
- Create engaging content for use across all available platforms; website, email, social media, videos, blogs.



- Take full ownership of all campaigns, from inception through to completion as well as post campaign analytics.
- Manage every element of social media interaction; producing social pages and posts which engage and resonate with the audience.
- Utilise organic and paid sponsorship marketing to increase visibility.
- Produce and maintain a marketing database for use in all proactive business development activity.
- Evaluate the impact of marketing campaigns in achieving their stated objectives, including impact on lead flow, conversion and retention
- Propose and manage marketing research projects to generate consumer insights in support of improved marketing strategy and communications
- Manage relationships with internal stakeholders, external agencies, and vendors to ensure successful delivery of campaigns.
- Maintain brand awareness and consistency at all stages of production, maximising every opportunity to increase and enhance brand exposure.
- Act as an ambassador for the business during all online and offline engagement.
- Travel internationally, meeting with partner organisations and the target audience, to enhance business understanding, performance and visibility.

#### **Skills, Experience & Qualifications:**

- Ideally qualified to degree level or equivalent within Marketing, Business or similar
- 12 months + demonstrable experience within a generalist marketing role
- Experience building marketing campaigns and reporting on the results
- Experience of managing digital and direct response marketing
- Competence as a creative writer with an eye for detail, writing great emails and producing engaging collateral
- Adept at utilising digital marketing channels including MailChimp and Social Media platforms
- Strong project management skills and a track record of delivering effective campaigns
- Strong problem-solving ability, including metrics-driven thinking
- Ambitious, tenacious, innovative and creative
- A self-starter, able to work on your own initiative
- Comfortable with autonomy and accountability
- Ability to travel as necessary
- Fluency in French, or another language, is preferred though not essential

Aspire Recruitment Services Limited is acting as an Employment Agency in respect to this vacancy.

#### **Key Words:**

“Marketing Manager” or “Digital Marketing Manager” or “Campaign Marketing” or “Digital Marketing” or “Social Media Marketing” or “Content Marketing” or “Global Marketing” or “Marketing Campaigns” or “Marketing Executive” or “Digital Marketing Executive” or “Marketing Assistant” or “Digital Marketing Assistant” or “Marketing Officer” or “Digital Marketing Officer” or “Marketing Coordinator” or “Digital Marketing Coordinator” or “Marketing and PR Manager” or “Marketing and PR Executive” or “Marketing and PR Assistant” or “Social Media Manager” or “Social Media Executive” or “Social Media Officer” or “Online Marketing Manager” or “Online Marketing Executive” or “Online Marketing Officer” or “Online Marketing Assistant” or “Internet Marketing Manager” or “Internet Marketing Executive” or “Internet Marketing Executive” or “Marketing Consultant” or “Digital Marketing Consultant” or “Marketing Advisor” or “Digital Marketing Advisor” or “Global Marketing” or “Corporate Marketing” or “Commercial Marketing”