

Marketing Manager

Home Based, UK

BeeZee Bodies are a behaviour change company who specialise in weight management programmes designed to help you establish a healthier lifestyle. We are passionate about helping people get healthy and find things they love to do!

We believe it's good to be different, which is why the service we offer our clients is second to none, and our client-focused behaviour change approach sets us apart from the rest.

Our team of highly qualified and experienced nutritionists and wellbeing officers support people to make healthy changes for good. Our work is mostly funded by Public Health Commissions around the country, but we have a growth plan to enter the commercial digital market.

BE REAL

We are genuine, authentic, transparent, and have integrity

BE PASSIONATE

We are who we are and won't hide our passion for what we do

BE INNOVATIVE

We are creative and love to explore new ideas

BE EMPOWERING

We are supportive and help people to make great choices

BE COURAGEOUS

We are brave and bold and live the values we believe in

What's the role?

Due to our continuing growth, we are looking for an experienced marketing professional to join the BeeZee Bodies team who will manage our overall marketing strategy and our evolving marketing team. As well as contributing to all of our marketing and PR activities, this role also includes day to day management of external agencies (including Design, PR and Web Development) and developing our brand identity for continued future success.

You will need to be highly motivated with excellent organisation and communication skills, where developing relationships with all key and senior stakeholders is crucial to the role. Commercial awareness and a positive can-do attitude are highly desired.

Working across all elements of the marketing mix, this role offers an exciting and challenging breadth and involvement in a dynamic and customer-facing service industry. You should expect to be completely immersed in the business and dedicated to helping it grow across all its offerings.

The marketing manager should continuously review our performance and identify how to best utilise our resources to ensure continued growth. Development and maintenance of brand image, ensuring products align with the ethos and service levels required, is essential.

This is an opportunity to be part of an organisation which is going places and where your contribution will have a real impact on our future growth and success. You should also enjoy working with people and have a sense of humour. Our team really enjoy working here and want to work alongside team players with the same values.

Please note this is a new role within our rapidly growing organisation, so the role may change slightly as it develops.

The important stuff: Title, dosh, hours

JOB TITLE	Marketing Manager
HOURS	Full time (40 hours per week)
SALARY	£38,000
LOCATION	Home based

What will you do if you get the job?

- Develop and implement an effective marketing strategy in line with the overall business strategy and ensure there is a return on investment.
- Using existing knowledge alongside implementing A/B testing, to develop a portfolio of impactful channels and messaging to gain increased exposure to both current and prospective target audiences. This will include but is not limited to social, web, email, SEO, PPC, AdWords, print, new content and events.
- Work with management teams to create suitable content for press releases, editorials and advertorials.
- Create and manage day to day marketing schedule for the company ensuring that full marketing mix is utilised.
- Manage the Marketing Executive and other members of the marketing team to ensure on-time, on brief and on budget delivery of the approved marketing communications programme
- Monitor and evaluate all marketing activity against agreed OKR's, make recommendations and implement new procedures and processes where necessary.
- Manage the relationship and briefing of external agencies including design and web specialists, to accurately deliver the company's positioning and identity.

- Review the marketing performance of campaigns and prepare results to present back to management with ideas for improvement. Understand and utilise the sales management reports to identify the best conduits that optimise awareness and return on investment.
- Manage content updates to the brand website ensuring information is consistent and current.
- Evaluate and optimise success of CRM campaigns and introduce new ideas where necessary.
- Manage and oversee the social media aspects of the company's web presence e.g., Blogs, LinkedIn, Facebook, Twitter, etc.
- Manage the client database profiles ensuring the business is in line with GDPR rules and regulations.
- Evaluate use of existing databases and work with the team to develop initiatives to grow database and effective use of data.
- Deliver the brand vision consistently across all communication channels, acting as brand guardian
- Any other duties matching with this level and requested by the Managing Directors.

Person Attributes:

- A minimum of 4 years' experience across the relevant marketing disciplines ideally; advertising, media, creative design, print, project management, online and customer insight.
- A genuine enthusiasm and passion for the digital and healthy lifestyle industry
- Highly organized, with a key attention to detail and the ability to prioritise tasks, in a fast paced and challenging environment
- Ability to multi-task across multiple project workstreams and responsibilities
- Strong leadership and team management skills to provide inspiration and a positive outlook to all direct reports and broader teams
- Strong and independent ability to problem solve / find suitable solutions
- Strong interpersonal skills with all levels of management; establishing and maintaining healthy relationships with both internal and external contacts to ensure that our business needs are managed and fulfilled will be crucial to the role
- A proven track record of successful integrated campaign management
- Excellent level of experience and understanding of web reporting
- Proven experience developing online marketing strategies delivering optimal consumer journeys, driving increase in conversion
- Competent communication, presentation and influencing skills
- Commercially astute with strong budget management and forecasting abilities
- Time management - ability to manage a large workload to tight deadlines under pressure
- Highly motivated and proactive
- Commitment and dedication to a shared goal of continued growth of the business
- Team player who enjoys working with like-minded people

Criteria for this post:

Essential

Desirable

Qualifications/Experience

Diploma or degree in marketing



Bachelor's Degree Marketing or related such as CIM qualification



Experience

4+ years in marketing



Hubspot or similar CRM



Facebook Manager



Skills

Behaviour Psychology



Data & Analytics



Design & UX



Branding & Positioning



Storytelling



Research



Copywriting



A/B Testing



Funnel Marketing



Customer Experience



CRM Tools



Canva



Wireframe



Video



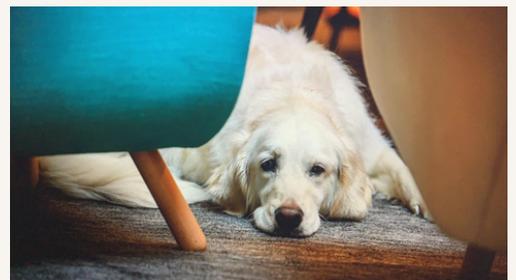
Statistics & Excel



HTML & CSS		♥
Email Marketing	♥	
Content Marketing	♥	
SEO	♥	
Partnerships	♥	
Community		♥
Social Media		♥
Paid Ads		♥
Biz Dev		♥
Events		♥
PR		♥
Multimedia		♥

Why is it great working at BeeZee Bodies?

- Doing work that is meaningful and helps change peoples lives for the better
- Be part of a growing and vibrant organisation who love to innovate
- Be part of our in-house ministries
- Work with a team that will support you to do your job to the best of your ability
- Have a chance to take part in fun work place activities and challenges
- Access our employee assistance programme (counselling support etc)
- Take part in our daily workplace health (everyone gets a 20min paid break)
- Quarterly away days and training week
- We believe in supporting your development so want to help develop your skills with regular and diverse CPD
- Innovative work spaces 5 out of 5 Glassdoor.co.uk Rating
- Be part of our Pension scheme
- Dog friendly offices
- Access to our bike to work scheme
- Monthly 1-1s with your line manager
- Tea,coffee and fruit on tap! Yum



Company Policies and Procedures:

Post holders must at all time comply with all policies and procedures including Safeguarding, Health and safety and Data protection/GDPR and Equal Opportunities. The post is subject to a full DBS disclosure. We will need to see proof of right to work in the U.K.

How to apply:

Send your CV with a covering letter that answers the following 4 questions to recruitment@beezeebodies.co.uk

- Where did you see this advert?
- What experience and skills could you bring to this role
- Why would you want to work at BeeZee Bodies and do this role?
- What would be the first thing dogs would say to their owners if they could talk?

The closing date for this post is 31st October 2021 with interviews taking place the following week. The interview process involves 2 stages:

1. Initial telephone conversation
2. Final one to one interview*

*Only a selection of candidates from the initial stages will be invited to the one to one interview stage.

If you have any questions, please email recruitment@beezeebodies.co.uk

GOOD LUCK!