

Current Vacancy

Interim Marketing Manager

Job location

Derby

Salary

£38,000 – 42,000 per annum pro rata

Job type

3-month contract

About Liaison

Liaison saves the public sector real money in the key areas of finance and workforce management. We're passionate about what we do because we help lots of organisations to improve the way they spend their money – notably the NHS. Founded 30 years ago, we've come a long way since then. Today the company boasts a workforce of more than 250 people with a headquarters located in the historic city of Worcester, an office in Derby, as well as many remote workers across the length and breadth of the UK.

The team

The Marketing team at Liaison is responsible for the promotion of the business, for increasing awareness of the Liaison brand and its services and for driving opportunities for new business. We are responsible for how Liaison is presented and perceived by our clients and prospects and by other stakeholders and influencers in our chosen markets.

Led by a director, and including specialists in events, content and graphic design, the team of six are based in the Midlands and North West. Some of the team work remotely, as is common practice for many roles in the business.

The position is likely to be based in Derby, but candidates in Worcester will be considered as we have offices in both locations.

Main responsibilities

As the Interim Marketing Manager, you will work closely with the Marketing Director and Marketing Communications Manager to develop and execute an integrated marketing strategy. The marketing activity will include demand generation for new business as well extending services within existing customers, to increase pipeline and accelerate revenue creation, as well as positively promoting the brand.

As an interim contractor you will manage the daily marketing activities, alongside managing the ongoing re-brand that the organisation is executing, with full implementation to take effect in Quarter Two.

Your specific role will involve managing the delivery of the marketing plan; leading on marketing automation and on the measuring and reporting on results and Return on Investment (ROI) of all marketing activity, to inform the business and shape future activity. This is an exciting marketing role where you will be involved in the planning as well as the execution of the marketing activities.

Experience/qualifications needed

It is essential that you have B2B marketing experience, ideally within a Professional Services environment.

You must be highly organised and pragmatic, with a strong attention to detail and an analytical outlook. You will be able to produce Marketing ROI reporting and measurements. We use marketing automation platforms and Excel, it would therefore be highly beneficial for you to hold experience utilising these.

Due to the size and structure of the team you will manage projects from conception to delivery, plus

everything in-between.

This role is likely to be based in Derby, although remote working would be considered for the right person.

Benefits of working for Liaison

Liaison believes that working life should be a happy and healthy one.

We offer all staff a wide variety of company benefits as well as the opportunity to get involved in a range of company organised events. Our wide range of staff benefits aim to have an impact on both home and working life for all staff, while at Liaison.

You will be part of a close-knit, highly professional team, who work hard. It is an exciting interim opportunity where you will be able to be involved with a major re-brand, which could change the face of the company.

If you would like to be part of Liaison, please send your CV and a covering letter to

jobs@liaisonfs.com

where your application will be reviewed within 7 days.