

#### Current Vacancy

# Marketing Manager x 2

#### Job location

Remote based – Midlands ideally

#### Salary

Competitive

#### Job type

Permanent

## About Liaison

Liaison saves the NHS real money in the key areas of workforce, finance and care. We're passionate about what we do because we help organisations to improve the way they spend their money. 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, the Marketing team currently has a staff of five and includes specialists in events, content and graphic design. As the business has grown, there is now scope for increasing specialisation within the team to support the delivery of the growth plans within our three service areas: Workforce, Finance and Care. Therefore, the new roles of Marketing Manager – Workforce, and Marketing Manager – Finance and Care have been created.

Some of the team work remotely, as is common practice for many roles in the business. The position is also likely to be based remotely, but candidates close to our Worcester and Derby offices can access an office base there if desired.

## Main responsibilities

As the Marketing Manager for either Workforce or Financial and Care, you will work closely with both the Marketing team and with the Workforce or Financial and Care teams 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.

Your specific role will involve developing and managing the delivery of the marketing activities for your specialist business. This is an exciting marketing role where you will be involved in the planning as well as the execution of the marketing activities. You will work closely with your marketing team colleagues to deliver a successful programme of activities that support the objectives outlined and to identify new opportunities for marketing to support the business area. This will include activities across the marketing mix and requires a Marketing Manager with broad, hands on experience across marketing communications, digital and social media, project management and business development.

## 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 the Hubspot marketing automation platform, it would therefore be highly beneficial for you to hold experience utilising this type of tool, in addition to using a CMS to update websites and a CRM to manage data.

Due to the size and structure of the team you will manage projects from conception to delivery, plus everything in-between.

### 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 opportunity where you will be able to be involved with a high growth business with great opportunities to play a significant role in this.

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

**[jobs@liaisons.com](mailto:jobs@liaisons.com)**

where your application will be reviewed within 7 days.