

MARKETING MANAGER

Responsible for the brand, marketing communications, value proposition and demand generation for the business, this role is critical in defining and owning the external profile of the business and providing support to other areas of the business in the generation of revenue from new and existing clients.

In particular, the Marketing Manager will define, market research, refine and implement a value proposition that is truly differentiating for IMS that is bought into and used to set direction across the business.

The successful candidate will be able to implement an approach to the identify, define, analyse and prioritise (according to margin by territory and brand value) prospect sectors, ensuring that we have a complete industry view, and refine and improve the approach based upon feedback from the rest of the commercial team. The role will manage a demand generation programme across all forms of media to ensure that the requisite number (120) of positive engagements are established each period.

To understand more about this opportunity please email your CV to hr@infomedia.co.uk