



SA GROUP
CYBER | P3M | TECHNICAL

SA GROUP MARKETING MANAGER

Who we are

SA Group is a Cyber Security, P3M and Technical consultancy working in vital and highly complex Public Sector and Commercial markets. We specialise in helping clients in technical and digital environments scope and deliver against their critical challenges.

We have bold expansion plans, focusing on delivering an expanded service offering to several market sectors. We're in the process of significantly redeveloping our marketing strategy, brand and website - and need an experienced Marketing Manager to be at the heart of implementing this ambitious, customer-centric growth plan.

We're based in a beautiful rural location approx. 1 mile from Westbury, Wiltshire. The company consists of approximately 50 consultants and business support professionals but is growing all the time! We're a highly energetic, tenacious and meritocratic team, and pride ourselves on our grown up, people focussed values. We want our people to stay with us and focus strongly on training and development opportunities within the company.

SA Group is proud to be an equal opportunities employer.

Role summary

Candidates will need at least 5 years' experience in an in-house or marketing agency role encompassing all of the central marketing disciplines. Sector understanding in tech, B2B and/or professional services would be an advantage.

Reports to: Marketing Director.

Indirect line to & close liaison with Head of Sales.

Supported by: Sales & Marketing Executive

Salary: In the region of £37-40k FTE dependent on experience, plus benefits, pension, professional development. This is expected to be a full time position but some location and hours flexibility is available if needed for the right candidate.



Main Responsibilities:

- **Day to day marketing management** of the marketing output of the business and sister businesses. Central point of contact for customer facing & internal campaign planning.
- **Sales & BD team partnership.** Liaise closely to ensure through the funnel focus on target audiences and opportunities. Provide support as needed for bids and presentations.
- **External agencies & suppliers.** Write briefs, manage relationships & output
- **Content generation** as part of an inbound marketing strategy. Liaise with consultants and experts in the business to obtain inputs & approvals. Edit and oversee output.
- **Social.** Own SA Group's social media presence, manage content calendar, monitor competition and partner channels.
- **Website.** Website updates as required. Digital analytics monitoring. Ensure SEO best practice.
- **CRM and lead nurture campaigns.** Regular pipeline meetings with sales team. Analytics reporting
- **Internal comms.** Build the profile of marketing in the business. Including a monthly newsletter, quarterly presentation updates and ad hoc to the Senior Management Team as required.
- Support the Marketing Director in commercial, strategic & budgetary planning. Strategic input into marketing planning; market and customer research, competitor analysis.
- Management of a Sales & Marketing Executive

You'll need to demonstrate experience in:

- **CRM system management and analytics.** Create lead nurture campaigns and track marketing ROI through the funnel. Interact with sales team to identify and qualify leads. Experience of Zoho an advantage but not essential if you can transfer knowledge from another platform.
- **Marketing content** writing and editing. Thought pieces, blogs, press releases, social media, literature.
- **Events**
- **PR and social media**
- **Wordpress;** website management, SEO & analytics. PPC an advantage.
- **Strategic marketing and creative.** An understanding of branding and messaging and how to create engaging, clearly branded material on and offline to execute against marketing strategy.



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Key skills and personality profile. The sort of person we're looking for:

- Energetic, passionate about ideas and creativity, yet with a solid business understanding.
- Interested in technology, digital transformation and innovation.
- Great communicator. Written, personal and presentation skills, with the gravitas to grab and hold attention and bring people together around an idea.
- Flawless project management & proactive communication/reporting. Focus on the centrality of brief + time + budget.
- Relationship building. Become a central point of contact, get involved in the business and know what's going on.
- People management, both direct reports and key stakeholders
- Commercial & strategic appreciation, specifically the fundamental importance of ROI
- Brand guardian instinct

Professional Development opportunities:

Working with the Marketing Director, you'll have the opportunity to develop your skills in the above areas plus:

- Branding and top level marketing strategy
- Supplier contract management and negotiation
- Sponsorship management

SA Group are passionate about ongoing personal development of our employees, so we allocate yearly budget to professional certification in areas of your interest that are relevant to the company.

To apply please send your CV, a short covering letter and 2-3 examples of recent work to:

Mike Tonks, Talent Acquisition Manager

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www.sa-group.com