

Marketing Manager – Customer Acquisition Business

Job Type: Permanent, Full-time | **Salary:** DOE

We're seeking a marketing communications professional with a passion for technology, ideally with exposure to the legal/professional services sector. The successful candidate will be an integral part of the Business Development team focused on the delivery of marketing activities to attract and retain new client accounts for mmadigital.

Based at our Didsbury office in South Manchester, this is a fantastic opportunity for someone who wants to make their mark in the lead generation market and become an integral part of a rapidly growing business.

About mmadigital

mmadigital is a customer acquisition agency – engaged with UK law firms and other professional services businesses – generating new enquiries utilising proprietary technology together with digital marketing and marketing channel expertise.

Due to rapid growth this position has opened up to assist the Director of Marketing Performance in the delivery of the B2B marketing plan, where you will be involved in leading on the communications activities, which for example incl. campaign development, content creation, managing the company's website, email marketing, social media (incl paid), conferences/events, and tracking the return of marketing investment (e.g. through our CRM system & Google Analytics).

To qualify for this position, you need:

- Proven experience working in B2B marketing;
- A qualification in marketing;
- To be self-motivated with a positive 'can-do' attitude;
- Experience in managing websites and social media accounts;
- Experience of using a CRM system and email marketing platform;
- Experience in organising and managing industry events;
- Strong IT skills incl. advanced use of Microsoft Word, PowerPoint & Excel;
- Excellent attention to detail and written English;
- A genuine interest in lead generation, helping clients to achieve their own growth targets.

What we offer in return:

- A competitive salary with a variety of additional employee perks;
- A positive and inviting work environment within a converted church;
- Ability to take ownership of our B2B marketing communications;
- Exposure to a dynamic wider team, implementing cutting-edge marketing practices in the lead generation market;
- Freedom to put your ideas forward & ability to contribute to the development and creation of the company's brand and success;
- Free parking and access to Manchester transport network (e.g. next to the Metrolink).

If you have a passion for marketing and are driven to learn, develop and deliver outstanding marketing campaigns through innovative, data-savvy decisions, then please apply today.

To apply:

- Email your CV + covering message detailing why you are interested in this position to rob.macfarlane@mmadigital.co.uk.