

Role:	General Marketing Manager
Reports to:	Sales Operations Director
Contract Type:	Permanent, Full Time
Location:	Blackfriars Bridge Court, 41-45 Blackfriars Road, London, SE1 8NZ

## About Reevoo

At Reevoo we believe that a transparent relationship between brands and consumers is better for both. Over 200 brands agree with us and use our Customer Intelligence, Ratings & Reviews and Social products to engage with, listen to and learn from their customers.

We also believe we can help everyday people make better decisions about what to buy by connecting them with likeminded people. That's why we're always innovating – creating new tools for customers to express their opinions and constantly improving the ones we have.

We don't settle for average. We want to make cool stuff that serves a good purpose. If you work with us, you will too.

## Role Description

This role covers all aspects of b2b marketing within Reevoo and requires the role-holder to be highly competent in all areas: from branding to proposition building, from driving PR to campaign reporting. This is a truly exciting role as Reevoo enters its next phase of development under new management. As Reevoo grows so the role will evolve and in time it is anticipated that this role will recruit further marketeers to assist with the responsibilities below.

## Responsibilities:

- Design and produce a full suite of sales collateral including proposal, presentation, sales bible (frequently asked questions) – the business can be seen as complex upon arrival, yet we have flooded with data to support our sell-in. However, this information is scattered across people and departments, a central hub and ability to access this information is required especially as our sales operation is due to grow exponentially.
- Management of all digital assets including but not limited to website, blog and social media channels – review current landscape and make recommendations on which to continue, discontinue or change
- Manage external agencies where appropriate e.g. web agency – anticipate major update to website during 2019
- Drive inbound enquiries via the above digital assets
- Review existing customer case studies, refresh format and work with Account Management Team to obtain new case studies across target verticals and territories



- Plan and execute lead generation campaigns in target verticals and territories to create new business opportunities for sales
- Evaluate all current branding and ensure all customer-facing material is on-brand, uses the correct Reevoos tone-of-voice and promotes the newly formed core value proposition
- Advise and manage marketing expenditure to drive best return for Reevoos
- Advise and manage all PR opportunities
- Advise and manage any events Reevoos attends
- Show off and provide regular reporting and communication of marketing performance to plan.

### Requirements:

- Proven experience in planning, managing and executing marketing programmes using an appropriate mix of marketing channels, such as email, PPC, digital and social channels, that have yielded the required level of performance and a clear return-on-investment
- Experience of marketing within the tech or marketing services sector
- Highly competent in writing compelling copy for internal and external communications
- Past experience in managing website improvement projects, knowledge of using CSM (WordPress) and driving SEO enhancements
- Proficiency in marketing automation systems (e.g. Pardot) and using Salesforce.com as a CRM system (list creation, data import/export and campaign reporting).

### Competencies and Personal Qualities:

- Creativity – in the design of all our digital and printed material and the copy and articles you produce
- Tech savvy – to be able to use it to get the job done, and more importantly to understand the product and services we sell and articulate the value to our customers
- To multi task - you will need to manage multiple projects and initiatives simultaneously across all aspects of marketing but not get distracted from them the agreed priorities
- Able to work effectively with all aspects of the business from product, technology, sales, account management.

Reevoos is an Equal Opportunities Employer.

Please note: we can only consider applicants with the current legal right to work in the UK.