



# Group Marketing Manager

 Exeter, EX1 1QR / Hybrid

Permanent Contract  
Salary: £38k - 48k per annum  
Reports to: CEO



## Life at Air...

**Every day brings something new at Air Marketing and we are always ready to respond with our A-game. We are a team of ambitious individuals with a genuine desire to inspire and drive one another.**

Enjoying our work is especially important at Air - a fast paced, caring and collaborative environment helps us to mould the best possible working culture for each and every one of us.

With hybrid working on offer (we all love being in our awesome office but we understand times have changed), additional holiday allowance, monthly social events and some other great benefits at our fingertips, Air is a fantastic place to work.

## The Role

We're on a growth journey and as part of the next phase of our growth we're looking for a Group Marketing Manager to work closely with our CEO, sales team and Air's own 'marketing agency' to build the Group's marketing strategies across all service lines and ensure the delivery and execution against those strategies.

You will manage our internal agency in delivering against our plan and have the opportunity to build your own small team, too.

Your primary objectives will be to drive significant business growth via the performance of our marketing plan, measured by an increase in brand awareness, inbound lead quantity and quality across each of our service lines and revenue attribution (our sales team will share this goal with you).

You will be a healthy blend of creative and technical marketer, with strategy being at the heart of everything you do.

You will enjoy the planning as much as the execution and you will relish working with creative freedom in an environment where innovation is an absolute must.

You will uphold company values and do everything possible to help us achieve our company goals and targets. You will also be responsible for building strong relationships internally, across all departments, including reporting back to the Leadership Team.

You will be valued, challenged, rewarded and you'll have fun in this fast-paced environment.

## Responsibilities

- To take ownership of, build and own the execution of Air's group marketing strategy across all services lines
- To be the driving force behind increasing demand for Air's services, utilising all available channels
- Collaborating closely with our sales team to increase revenue opportunities by:
  - Improving the comms strategy during the sales process
  - Improving the quality of our collateral and content
  - Improving our lead gen activity
- Manage and deliver optimum value for our paid ads budget
- Manage our marketing budgeted costs, and work out how to get the most value from the budget
- Manage our in-house agency, to help execute against the marketing plan
- Monitor and report across all marketing activity, making recommendations on how to improve and optimise our efforts
- Conduct regular market research and analysis to stay ahead of industry trends
- Be the guardian of our Hubspot CRM and marketing technology stack
- Utilise and maximise the potential of HubSpot for lead input and management, email marketing, list building, automation setup and reporting.
- Report to the CEO on marketing activity, results and key metrics
- Build strong relationships with other departments across the agency, to ensure the marketing strategy aligns and is delivering against our key objectives
- Manage a small team of in-house marketing team members

## Essential Skills

- Experience in developing complete B2B marketing strategies that create results
- Experience in managing a team, either in-house or within an agency setting
- Strong knowledge of both content and digital marketing
- Performance marketing experience
- Ability to create innovative campaigns that get attention and generate results
- Ability to manage multiple, internal stakeholders and project manage effectively
- Experience in building aligned sales and marketing strategies
- Excellent organisation skills with the willingness and ability to multi-task
- Ability to work under pressure, in a fast-paced environment
- Clear written and verbal communication skills
- Excellent attention to detail
- Demonstrable Experience in helping align sales and marketing in a previous B2B environment/role
- Ability to create and deliver clear and effective reporting to Senior Leadership to demonstrate progress
- Ambition and drive



## Desirable Skills

- 5 years or more previous experience in a similar Marketing Management role (agency or client-side) in a B2B environment
- HubSpot experience
- A comprehensive understanding of data and reporting
- Experience managing a marketing budget and controlling costs with autonomy

## Benefits

- Competitive salary
- Continuous development support
- 23 days holiday (plus bank holidays) + increase with length of service
- Friendly social office environment with regular paid company events
- Work-from-home days
- Healthy working environment with refreshments provided
- Monthly company lunch
- Wellness program

## To Apply

Sound interesting? Great!  
**Click here** to apply by filling out the on-page form.