

**Job Description – Marketing Manager (NLT)**

<b>Department:</b> The Needham Group	<b>Reporting To:</b> Head of Sales & Marketing
<b>Name:</b> tbc	<b>Position/Title:</b> Marketing Manager (NLT)
<p><b>Job Purpose:</b></p> <p>The purpose of the Marketing Manager seat is to be responsible for managing the company’s marketing initiatives. Using market research and analysis to direct marketing strategy and planning. Delivering the strategy using the multiple disciplines of marketing strategies across our 2 ranges at Needham Laser Tech. Our 2 brands consist of “Create.” our innovative, emerging range targeted for commercial creatives in the retail sector, with the purpose of elevating our partners' customer service through specifically designed personalisation experiences.</p> <p>“N-Lase” our more established range focuses on supplying industry leading laser technology products for the industrial ID Market, catering for clients in the Aerospace, Automotive, precision engineering and Pharmaceutical space.</p> <p>You’ll be responsible for enhancing the brand profile, social media and external publications by producing creative content that excites audiences, increases engagement and optimises traffic across all social platforms. As well as getting involved in additional Marketing initiatives such as PR outreach to further increase our brand awareness.</p> <p>Additionally, you will need to embody the TNG values of Relish responsibility, Be confident, be humble, Be trustworthy, be compassionate and always do the right thing.</p>	
<p><b>Key Responsibilities and Accountability:</b></p> <ul style="list-style-type: none"> <li>- This role is part of the Laser Technologies Leadership team</li> <li>- Do you buzz off lead generation?</li> <li>- Are you obsessed with generating leads to support your sales team?</li> <li>- Do you love watching the lead you generated turn into a sale and watch those numbers hit and exceed target?</li> </ul> <p><b>Great start</b></p> <ul style="list-style-type: none"> <li>- Do you understand the difference between naff and exceptional design?</li> <li>- Do you love being creative?</li> <li>- Can you design with flare from a simplistic brief using excellent creativity programmes such as Adobe, Canva, Imovie etc?</li> <li>- Video editing skills would be SHAMAZING!</li> <li>- Can you interpret brand guidelines?</li> <li>- Are you obsessed with following good brands and design on social media to keep you up to speed with the ever changing design word?</li> <li>- Do new social trends excite you enough, it makes you want to recreate them, in your own style and capacity?</li> <li>- Do you love seeing the likes on your social posts go up and up and up?</li> <li>- Can you understand google analytics, PPC and SEO? Just an understanding is fine. Not asking to execute. But contribute towards.</li> </ul> <p><b>Even better</b></p> <ul style="list-style-type: none"> <li>- How about working with a small, close knit team. All working towards one goal whilst simultaneously smashing the fun out of it?</li> <li>- Absorbing yourself in the target markets; living and breathing what they do, so you implicitly understand them and why and how we’re targeting them?</li> <li>- Creating content in-house, externally, on a phone, on a camera, through video and photography. Editing and mashing it up until you have solid golds posts in your palm?</li> <li>- Always wanting to better yourself, being constantly curious, and constantly creative. Challenging yourself and those around you for a better throughput, as a TEAM?</li> </ul>	

**Other Duties**

- Attend internal meetings with other company functions necessary to perform duties and aid business development
- Attend training and develop relevant knowledge, techniques and skills.
- Adhere to health and safety policy, and other requirements relating to care of equipment.
- Present the company in a positive and professional manner to all customers, suppliers and outside agencies and organisations.
- Always embody the values of TNG.

**Additional Expectations:**

The role will involve a degree of product knowledge. As such, this role may need to spend time with the various functions to understand the products and applications etc.

This role is predominantly based at Head Office in Whitchurch. There may be an occasional need for travel within the UK and occasional international travel as required by the company. Attendance at regular leadership meetings at the head office (Whitchurch) will be required on a regular basis.

Performance targets will be communicated to you and reviewed on a regular basis.

**Date: September 2023**

**Ref: NLT Marketing Manager Job Description (003)**