

PHA Media Marketing Manager Job Description

About Us

- We're a multi-award winning PR agency, based in the bustling heart of Soho
- We have twice been recognised with Media Employer of the Year awards, which hopefully says something about how we value our biggest asset....our staff
- We've been 11 years in the business and were founded by a former national newspaper editor and are now a 75 strong team working across all sectors
- But – we're entrepreneurial lean, agile and 100% focused on growing our business
- You'll become part of our growing team and, with your help, we'll take it to the next level
- Our diverse client base includes individuals, entrepreneurs, brands, SMEs, corporates and startups across a range of sectors
- We are...**vibrant people who deliver**

This opportunity is for a role within our Sales and Marketing Team, a dynamic department that sits at the heart of the company and gets exposure across all sectors that we represent. We are at an exciting time, on the cusp of rolling new company brand and website. We are looking for a dynamic, creative individual to be responsible for activities within the marketing department. Duties will include developing the marketing strategy in line with company objectives, managing and improve lead generation and measuring results.

Your Experience and Qualities

- Degree-qualified (in marketing or similar) with 2.1 or higher or with similar marketing qualification/s (CIM, DIM etc.)
- Demonstrable experience in running campaigns which have had a measurable business impact
- Demonstrable experience in using Google Analytics to measure results
- Knowledgeable and experience in using Google Analytics, Indesign, Mailchimp and digital tools for marketing efficiencies
- Wordpress experience for updating websites
- Demonstrable experience of running SEO and PPC campaigns
- Design skills for putting together presentations and design collateral
- Strong communication skills, both written and verbal
- Good numerical skills
- The ability to delegate, motivate and manage others
- Energy and enthusiasm to run campaigns
- Self confidence to sell ideas to the rest of the agency and get buy in from stakeholders
- Passionate about "everything online", especially content, blogs
- Voracious user of social media – perhaps you are an influencer in your own right?
- Proof of editorial / copy writing capability

About the Role

Reporting into the Sales & Marketing Director, you will be responsible for managing and delivering various strands of marketing activity. Your activity will include but not be limited to:

- CONTENT MARKETING – running the machine that drives our inbound marketing strategy
- DATA ANALYSIS – informing our strategic marketing with quality data analysis
- SEARCH ENGINE ANALYSIS & PPC – driving inbound leads through organic and paid search
- SOCIAL MEDIA – promoting ourselves widely across the web

- EMAIL MARKETING – putting our content in front of the eyeballs that matter
- PHA PR – raising awareness of our brand, our services and our people in the media

You will be responsible for managing a Marketing Executive to help you to fulfil and deliver various aspects of the role, as well as the support from the wider PHA teams.

We are about to embark upon an exciting change; rolling out our new name and brand identity across the business as well as developing and delivering a new website. Both of these projects will require your input and energy to ensure a successful rollout.

As an integral part of the Sales and Marketing team, you will also be required to lend support to the business development arm of our team, creating collateral for proposal, pitches and documentation and providing the support to help close inbound opportunity.

What You Get

We offer a variety of performance incentives, a comprehensive training and development plan as well as a diverse benefits package to ensure that you are rewarded as highly as possible. We can provide more detail on this when we meet although, put simply, we believe in recognising, encouraging and rewarding talent.

The Team

PHA people have a real love and genuine passion for the media, are driven by results and are hugely successful. We think creatively in order to differentiate ourselves, develop new approaches and deliver an outstanding level of service to all. Our success is driven by the commitment, work ethic and exceptional communication skills of our team and if this sounds like you, we would love for you to get in touch. You can send your CV and covering letter to lucyw@pha-media.com

Hours: Hours will be 8:30am to 5:30pm Monday to Thursday and 8:30am to 4pm on Friday.

PHA Media Staff Benefits



Up to 31 Days
Leave plus
Bank Holidays



Team Treats



£500 Birthday
Bonus



10% New
Business Bonus



Medicash



PHA Awards



Cucumber
Salon Corporate
Discount



Cupcake Award



£500 Holiday
Bonus



Summer Event



Christmas
Event



PHA Pension
Scheme



Childcare
Voucher
Scheme



Eye Tests



Recruitment
Incentive: Staff
Referral Fee



4pm Friday
Finish



Ideas Bank



Staff Wellbeing
Initiative



Fresh Fruit
delivered to the
office



Local
Businesses
Corporate
Discount