



Marketing Manager

Salary band: £30,000 - £35,000 p.a. depending on skills and experience

Base: Solent LEP Area – Southampton & Portsmouth area

Terms: Full time, fixed term contract – April 2021 – June 2023

YTKO supports businesses through the whole cycle of growth, from pre-start and start-up to sustainability and growth, via a blend of branded services. We have secured funding to deliver growth support to SME businesses in the Solent Local Enterprise Partnership (LEP) region along with a generous grant programme that successful clients can use for the purchase of new equipment, expertise and services as part of their ambitious growth plans. The scheme is funded by HM Government and the European Regional Development Fund. Our services in this contract will be offered under our GetSet for Growth brand.

GetSet for Growth is a specialist service tailored for small businesses with the potential and ambition for sustainable growth. It helps SMEs overcome the two biggest barriers to growth – generating sufficient profitable customers and accessing growth finance. GetSet provides practical strategic advice and support on markets and marketing, investment readiness, finance and business planning, through a range of workshops, 1:1 support and networking, and underpinned by a rich e-learning portal.

Along with our sister brand Outset, we have delivered highly successful GetSet services nationwide, funded by various bodies, to support business creation/growth and bolster local economies.

GetSet is returning to Solent and we are looking for two Marketing Managers to join our team, who will be responsible for delivering the GetSet Solent marketing campaign activity. For more information visit www.getsetforgrowth.com

Main Responsibilities:

Our Marketing Managers have a range of responsibilities; leading the marketing function for specific projects and contracts, but also working as part of a coherent, streamlined central team to ensure knowledge and intelligence sharing across the company. They must possess strategic capabilities as well as expertise across all marketing communications tactics both off and online and will be at the heart of this exciting new project.

We need our Marketing Managers to have excellent writing and communication skills, a good eye for effective design and be skilled across a wide range of media, with an understanding of how to reach and influence business audiences. The successful candidates will have a well-

developed knowledge of both digital and traditional marketing, including skills in managing, creating and developing online marketing channels.

Digital is a key aspect of our marketing approach, from lead generation to client support and training, and the role of Marketing Manager will be instrumental in delivering these channels. Additionally, they will be involved in the delivery of offline promotional activities including events/webinars and have responsibility for the design and delivery of marketing training to clients.

The GetSet Solent Programme will feature a generous grant scheme that may be used to support up to 25% of the costs of an applicant's growth project. You will be responsible for promoting our grant programme to suitable businesses utilising the marketing mix for optimum impact and using market research techniques and content creation to drive successful lead generation. You will also help clients utilise the right marketing strategies to strengthen their bids for grant support, in line and compliant with YTKO's grant management procedures.

As part of our small and busy team, you may be called upon to deputise for the Programme Director and to build and maintain effective relationships with network of stakeholders, referral partners, influencers, service providers, business networks and organisations of all kinds across the public and private sectors. Reporting to the GetSet Solent Programme Director, this role will also have a 'dotted line' reporting responsibility to the YTKO Marketing Director.

It is essential that all our staff are fully focused on the delivery of excellent client service at all times to clients, stakeholders and partners, and are committed to our core values and to our fully inclusive approach.

Specific Duties

- Working closely with the Marketing Director, Programme Director and Business Advisors to plan and implement a range of direct demand generation activities and marketing campaigns to ensure target numbers are achieved for each. These will include writing content for regular e-newsletters and creating and disseminating a range of engaging printed collateral
- Ensuring a strong social media presence (including Facebook, Twitter, Instagram and LinkedIn) and good reputation for the project within the business and partner communities
- Providing regular content updates for the GetSet Solent website, as well as managing SEO, PPC and AdWords campaigns, and feeding in opportunities for case studies and success stories
- Securing media partners and writing press releases to promote activities
- To work with existing businesses to support them to develop effective marketing strategies and practical plans
- To build strong client referral relationships with all providers of complimentary business support, in particular with the private sector
- Deliver a range of marketing workshops/training to a high standard, and 1:1 sessions with clients to help them with their marketing strategy and plans. (Note that workshops and other meetings are likely to be initially conducted remotely, as a response to Covid-19 guidelines)

- Have, or quickly build, an extensive network of, and excellent working relationships with, a wide range of organisations and partners, attending networking events and planning/executing marketing activities to ensure a robust pipeline to meet contract outputs and KPIs
- Deliver excellent client service at all times to clients, funders and partners. The maintenance of our quality standards and strong reputation is of great importance
- Identifying and highlighting public and private sector market opportunities and needs that YTKO could satisfy
- Assisting with compiling and submitting information to commissioners as required
- Ensure that any financial expenditure is properly incurred and expended, that risk and health and safety matters are properly managed, and that all YTKO processes, policies and systems are adhered to. In particular this includes the follow up monitoring procedure, maintaining the relationship with the client, and that outputs are eligible and appropriately evidenced
- To provide high quality, timely, accurate and intelligent reporting to senior YTKO management, our consortium and commissioning partners and to the local team in line with contract requirements
- Proactively seek to add additional value to the service, our clients, funder and partner, and to YTKO
- Support the YTKO Central Marketing team in marketing and communications activities

What sort of person are we looking for?

Key to our success is the experience and expertise in our teams. The Marketing Manager should be an excellent, persuasive and creative communicator with demonstrable experience in successfully executing awareness raising and demand generation strategies to a growth-ambitious SME business audience. You should have previously worked with a range of channel and business partners.

You'll need demonstrate a good understanding of, and absolute commitment to, diversity and equality, and share our passion for, the culture, vision and aims of Get Set for Growth. You'll enjoy being part of a cohesive, focused team and delivering the highest quality results. Ensuring the GetSet ethos of client-focused delivery, innovation and value-add is demonstrated to clients, partners, funders and stakeholders is a key part of our culture.

This position requires strong interpersonal skills, an entrepreneurial team player with the desire and ability to work effectively and consistently at rapid pace, under pressure. You'll be a real hands-on self-starter, with excellent organisational skills and be prepared to do whatever it takes to deliver a successful project to deadline and a great impact for clients.

You'll be enthusiastic, highly motivated, confident and articulate, with the ability to build and maintain relationships with a wide range of clients and partners. You should be confident in managing your workload effectively and be driven by achieving high quality results.

You'll be an enthusiastic, outgoing and inspiring member of your team. You will be a source of professional expertise for clients, and a real ambassador for the company. Personal and cultural fit, and future potential, are every bit as important as your track record.

Candidates should have over three years marketing experience working across all aspects of the marketing mix including B2B and digital marketing. You should have good copywriting skills with an understanding of marketing strategy and a wide range of tactics across the marketing mix.

Excellent written and oral English and strong IT skills are a must including fluency in Microsoft Office and some experience of CRM systems.

If this sounds like you, please complete our application and Equal Ops forms using the Apply Online Button on the website. There is no closing date, we will interview and make appointments as soon as we find excellent candidates.

YTKO has a strong value set to which all our team have contributed to and demonstrate on a daily basis. We welcome applications from all candidates fulfilling the job requirements, regardless of race, age, gender, sexual orientation, religion or disability, firmly believing that a diverse and inclusive team, underpinned by a great, flexible culture, is fundamental to our success.

About the European Regional Development Fund:

The GetSet Solent Programme and this role within it, is part funded by the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020, and the UK Government. The Ministry of Housing, Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.

