

JOB DESCRIPTION

Designation: Marketing Manager
Reports to: Marketing Director
Location: Home based, UK

Company Overview

ONVU Technologies is a privately held Swiss group, operating out of bases around the globe including US, UK, and Turkey. Through annual investment in R&D, talent acquisition and strategic partnerships we go to market via our brands focused on smart video, IoT and cloud applications. Our brands include ONVU Learning and Oncam.

We believe in developing empathy led technology to answer genuine challenges in the vertical markets we address; by enabling users to leverage the technology in a way that solves their problems. Use cases of this has been in creating business intelligence insights for retail via video, providing a safer environment in an airport or helping teachers create better student outcomes by leveraging IoT devices in the classroom for insight and CPD.

Role Overview

As Marketing Manager, you will work closely with the Marketing Director. You will be responsible for the implementation of key marketing strategies of ONVU Technologies and its brands based on the wider business goals, across all channels. You will be responsible for the delivery of all campaigns, events and relevant marketing activities, leveraging the complete marketing mix, in addition to social media platforms, websites, SEO and marketing automation, to ensure accurate ROI and campaign effectiveness.

The role will suit a Marketing professional with proven experience in marketing management within the technology industry (though technology industry experience is not essential). This individual will work across the different brands within the ONVU Technologies group, and will be supporting the Marketing Director, the broader Marketing Team, in the development and implementation of strategic marketing activities and tactics across the marketing mix – with a strong emphasis on digital.

Responsibilities

1. **Marketing Development:** -
 - To assist the Marketing Director with the development of the Marketing Strategy
 - Responsible for implementing, and managing comprehensive marketing strategies to promote ONVU Technologies' products and solutions, across all brands
 - Continuously reviews and implements processes and procedures to maximise efficiency and effectiveness within the team
2. **Campaign Management:**
 - Plan, execute, and analyse integrated marketing campaigns across various channels, including digital, social media, events, and traditional media.
 - Monitor campaign performance metrics, identify areas for improvement, and optimise campaigns for maximum impact and ROI.
3. **Digital Marketing and Online Presence:**
 - Manage digital marketing efforts, including SEO, SEM, email marketing, and social media marketing, to increase online visibility and engagement.
 - Manage the company's online presence, ensuring the website and social media profiles are up-to-date with relevant content and information.
4. **Content Creation and Management:**
 - Work with the Marketing Team to create, develop and manage engaging and persuasive content for various marketing channels, including website, blogs, social media, and marketing collateral.
 - Collaborate with internal teams and external partners to create compelling multimedia content, such as videos and infographics.
5. **Brand Management:**
 - Ensure consistent branding across all marketing materials and channels.
 - Develop and enforce brand guidelines, ensuring alignment with the company's vision and values.
6. **Event Management:**
 - Plan and coordinate participation in industry events, conferences, and trade shows to showcase ONVU Technologies' offerings across all business units/brands.
 - Manage all aspects of event participation, including booth design, collateral preparation, and lead generation strategies.
7. **Market Analysis and Reporting:**
 - Conduct in-depth market analysis to identify new opportunities, customer segments, and competitive positioning.

- Prepare detailed reports on marketing performance, including key metrics, campaign effectiveness, and recommendations for improvement.
8. You will also be required to carry out any other duties which may reasonably be required of you.

Essential Requirements

- Minimum of 3 years' experience in marketing in B2B and SME
- Demonstrable evidence of driving revenue growth via strategic initiatives in a B2B environment
- Experience in managing marketing budgets effectively, allocating resources efficiently, and demonstrating a strong ROI on marketing investments.
- Comprehensive understanding of digital ecosystems (social, web, SEO)
- Strong and proven analytical skills with ability to interrogate data for insight
- Experience in project management and agency management
- Thorough understanding of Google Analytics and Google Keyword Planner
- Proven experience in SEO strategy and platforms
- Experience in paid and organic campaigns
- Excellent problem solving, interpersonal, and written/verbal communication skills
- Experience in Marketing Automation Platforms
- Exceptional attention to detail
- Strong verbal and editorial writing skills
- Fluent in English
- Collaborative, curious and eager to learn
- Ability to travel within the UK

Desirable Requirements

- A Degree in Business, Marketing or equivalent
- CIM qualification or equivalent
- Experience within the Technology Industry
- Experience in Distributor management
- Knowledge and passion for the latest trends and platforms across the wider marketing landscapes

Skills and Understanding

- Clear speaking, listening and written communication skills
- Ability to adapt to change in a fast paced environment
- Ability to negotiate and influence
- Ability to problem solve
- Ability to meet tight deadlines
- Ability to effectively deal with conflict
- Ability to multi-task and stay organised
- High attention to detail
- Ability to stay calm under pressure
- Ability to use own initiative
- Ability to work in a team
- Competent in MS Office