



Marketing Manager

THE ROLE

Aston Shaw are seeking a full-time talented and experienced Marketing Manager to help share our voice with the world. The successful candidate will be working with internal and external parties and be responsible for the implementation of the marketing strategy including brand identity for Aston Shaw.

KEY RESPONSIBILITIES

- Plan, develop, create, and lead the marketing strategy for Aston Shaw whilst working with our agency partners to get the very best from our website upgrade, SEO and Social Media growth.
- Working with the Sales arm of Aston Shaw drive forward new business and increase reach and brand awareness to a wider audiences to truly take Aston Shaw to the next stage in their regional domination.
- Working with our agency partners, develop a strategy to increase market share through the use of paid advertising.
- Line manage, develop and grow our own in-house marketing team whilst providing agile marketing support to all stakeholders of the firm.
- Robustly monitor and challenge the effectiveness of SEO's, paid marketing and google ads providing quarterly reports to the Senior Leadership team.
- Own Aston Shaw's voice and develop this through dynamic engagement on all social media.
- Develop offline marketing opportunities by ways of events, print marketing and radio
- Own email marketing channels and content creation working with stakeholders.
- Analyse changes to market conditions to identify new opportunities to increase brand awareness and capital growth.
- Responsible for the development and training of the marketing team including but not limited to marketing executives, apprentices.

REQUIREMENTS

- Bachelor's degree (or equivalent) in marketing, business, or related field
- Excellent written and verbal communication skills
- Proven experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity
- Experience with marketing automation and CRM tools
- Preferred qualifications
- Proficiency with online marketing and social media strategy
- Proven experience designing interactive applications and networking platforms
- Willingness and ability to travel
- Established contacts with media print



WHY JOIN US?

We're a forward-looking employer with six offices across Norfolk, Cambridge and Suffolk. We're always looking to grow our business and making sure we have the right people on board is key to our success.

As an Association of Chartered Certified Accountants (ACCA) approved employer, our culture is progressive, proactive and client-focused. As a result, we can offer you a dynamic working environment with many opportunities to develop your skills, qualifications and achieve.

- Competitive Salaries
- Ongoing, Fully funded Training
- ICAEW Approved Trainer
- Platinum ACCA Approved Employer
- AAT Accredited Employer
- Regular Staff Parties
- Subsidised Lunches

- Monthly Staff Lottery
- £100 Reward for Client & Employee Referrals
- Ongoing Charity Support
- Social and Sports Activities
- Modern, Open-plan Working Environments
- Equal Opportunities Employer

And many, many more!

APPLY TODAY

If you'd like to find out more, or if you think you're the right person for us, then please send a CV to careers@astonshaw.co.uk or apply via the form on our careers page on our website:
www.astonshaw.co.uk/careers.

