



MARKETING MANAGER JOB SPECIFICATION

**Department , Permanent, part-time
December 2020, Tommy UK**

WE ARE TOMMY, ARE YOU?

Do you love spreading the good word about great work? Are you able to think strategically about what makes a message resonate? Do you get the nuance of each social channel and love them for it? Tommy is seeking an experienced Marketing Manager looking for a part-time post (circa 20-25 hours per week) with our London office. This post could be perfect for a parent returning to work or anyone who requires flexible hours and independent working.

Founded in 2009, Tommy is an award-winning global creative innovation agency, which develops rich digital experiences, underpinned by sophisticated technical excellence, communications strategy, and exceptional design. Working on more than 150 top 10 box office movies, retailers, and FMCG brands in over 60 countries around the world - Tommy is the leader in some of the most advanced digital campaigns online today.

We are looking for someone who can help us become famous for what we do. Someone who can deliver strategic insight and finely crafted marketing campaigns for our business, in the same way that we do for our clients.

RESPONSIBILITIES

Reporting to the Chief Managing Director, our Marketing Manager will design and deliver both campaign-led and evergreen marketing plans for Tommy. You will be an excellent writer with an eye for detail, confident in; developing and implementing content marketing tactics, getting headline coverage and being able to identify organisations and individuals who could become future clients.

Daily you may be expected to:

- Develop annual & quarterly marketing plans for approval by the Global Director team
- Coordinate with the creative and production team to create marketing assets
- Manage Tommy's social media channels including the Directors' professional social channels
- Write regular thought leadership content for use in our channels and by a lead generation team
- Secure coverage for our work, ensuring we're invited to make comment on relevant stories and getting our articles published by influential trade media

- Manage the company website to ensure it is up to date with recent content and company activities
- Regularly identify organisations and individuals who engage with us in our digital channels who we might want to meet
- Awards entries and promoting achievements
- Support speaker events, through the promotion of events and the creation of follow up content
- Liaise with a lead generation team to provide assets that they need to succeed
- Develop new ideas for activity that will be effective in raising the profile and awareness of the agency
- Report regularly on results to the Global Directors, analysing performance and responding with proactive ideas to improve performance.

SKILLS AND EXPERIENCE

Our new Marketing Manager will have the ability and desire to operate with significant autonomy and the regular reporting to foster the trust this requires. You will be decisive and detail-oriented with strong process and time management skills.

The ideal candidate is someone who can demonstrate the following skills and experience in abundance.

- Content creation, we're looking for a writer with a portfolio of published work
- Marketing planning and execution with proven results
- Understanding the social channels, with a demonstrable ability to clearly define a B2B channel strategy
- Creative thinking matched with strategic and analytical skills
- Outreach to media and influencers in technology, creative and marketing
- Excellent verbal, written, presentation, and interpersonal communication skills
- Confidence in managing upwards and liaising at Board level
- A test-and-learn mindset – someone who is well versed at using results to continually improve on delivery

GET IN TOUCH

If you think you've got the skills, talent, and style to be our new part time Marketing Manager, get in touch with us at work@thisistommy.com. Send your CV and portfolio along with a cover letter email explaining why you are the best person for the job.

We're committed to furthering equality and diversity in the creative industry, so we'll be especially happy to see applications from diverse or underrepresented backgrounds. Tommy believes the advertising industry should reflect the world to which it speaks.

Local applicants legally allowed to work in the UK and able to work in our London office only, please. If you're a recruiter, please don't call us. We'll call you.