

# Job Description

<b>JOB TITLE</b>	IPRS Group Marketing Manager (Full Time, 40 hours per week)
<b>LOCATION</b>	Home based including regular time away from home including IPRS Group's Main HQ Hubs (Ipswich, Croydon and Gatwick) & significant UK-wide travel
<b>REPORTS TO</b>	Group CEO
<b>DIRECT REPORTS</b>	None

## **MAIN PURPOSE OF THE JOB: (JOB SUMMARY)**

Planning and implementation of both offline and digital marketing and business development strategy and activity for the IPRS Group, including development of marketing strategy, email campaigns, printed literature, social media management and execution, content generation, PR, representation of IPRS Group at key events, reporting on activity and progression.

## **KEY TASKS AND RESPONSIBILITIES: (JOB CONTENT)**

### **Service Delivery Responsibilities**

- To develop PR and marketing strategies to develop the IPRS Group and its individual businesses as well as strengthen the brand/s as a whole in their specialist sectors.
- To contribute to discussions and decision-making processes that relate to the organisation's strategic plans and their realisation.
- To liaise closely with other IPRS Group divisions (Clinical, Operations and Administration team) on issues relating to service delivery and how this could impact on reputation and develop contingency/emergency comms action plan.
- To review, analyse and report on management information relating to performance of the business.
- Maintain up-to-date client and sector list with targeting marketing campaigns to develop the IPRS Brand and business into its chosen sector.

### **Business Development Responsibilities**

- Building personal relationships with key stakeholders including clients and suppliers.
- Collaborating with senior management on client account management and growth.
- To take ownership of the management of the marketing functions of the business.
- To be instrumental in devising and implementing the strategy for meeting sales performance targets and group targets.
- To provide market feedback regarding competitive offerings, prospect needs and generate product development ideas.
- To maintain customer relationships and ensure customer loyalty through excellent customer service as well as meeting all client needs appropriate to their business (KPI, SLA, MI reporting etc.).
- To oversee the development of marketing literature and communicating developments to existing and prospective clients.

### **Mandatory IPRS Group Responsibilities**

- To comply with the Corporate Data Protection Policy which covers all aspects of IPRS's business in both electronic data and manual filing systems.
- Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) and ensure that agreed safety procedures are carried out to maintain a safe environment for employees, patients and visitors.

## PERSON SPECIFICATION

### (E) Essential (D) Desirable

#### Education and Qualifications:

- Minimum 3-years' experience in a Marketing Development role (E)
- Honours Degree in Marketing or similar discipline (or equivalent) (E)
- Achievement of three A Levels, National Diploma or equivalent (E)
- Honours Degree in Business/Law/Commercial or similar discipline (or equivalent) (D)

#### Experience & Knowledge:

- Experience of working within a marketing field, either in-house or client side (E)
- Excellent negotiation skills, proven track record of successfully pitching new marketing idea to the business units (E)
- Experience of working within a Medical Reporting Organisation (D)
- Experience of the Insurance and Rehabilitation market (D)
- Experience of leading, managing, supporting and motivating teams (D)
- Proven track record of increasing revenue through generation of leads (E)
- Computer literate with good Excel, Word and PowerPoint skills and experience in using CRM and CMS software (E)

#### Skills & Abilities:

- Ability to manage direct reports remotely
- Ability to communicate effectively
- Confident in client presentation, either face to face or in writing
- Ability to time manage in order to meet agreed deadlines in a demanding environment
- Ability to collate and produce statistics (i.e. Management Information) with a good attention to detail
- Confident with the ability to operate in a changing environment
- Ability to work under minimum supervision and in a professional manner

**DBS Disclosure Required?**

**Yes (Standard)**

## ORGANISATION CHART

**\*To be confirmed.**

**Date:** February 2017