

Recruitment: Marketing Manager

Job Description

Papertrail are growing our team! We are hiring a Marketing Manager to lead our marketing initiatives and continue to grow our business. This role requires you to step out of your comfort zone. As a leader of a small team, you'll be required to have the experience and creativity to manage all aspects of marketing. In this role, leadership and the willingness to learn and be adaptable are absolutely essential.

We're a company that enables safety conscious businesses and equipment owners around the world to reduce their paperwork and keep compliant. We're a team united by our shared values of working hard, being accountable and working together as a team.

Papertrail is a team of 12 based in the UK with offices in North Wales and Newcastle. Our customers and partners range from global manufacturers of safety equipment, energy companies, and adventure parks in 45+ Countries around the world.

This role at Papertrail will amplify your career. You will have ownership and support to make a big difference and have an impact on our future growth.

If you're a person who is driven by creativity and getting noticed, then this role is made for you.

You're good at:

- Leading and collaborating with others to drive growth
- Communicating with fellow team members
- Identifying opportunities for creative tactics
- Sticking to strategy and ensuring return on investment
- Focusing on LTV and CAC ratios and more

Extra awesome

- You love inspiring others with enthusiasm
- You have a never say never attitude
- You have experience working at a tech or software company

What you'll do

As Marketing Manager, you'll be responsible for:

- Developing brand-focused and product-focused marketing campaigns for a number of different target markets
- Ensuring clear KPIs are established and adhered to for marketing programs and effectively tracking and reporting on the initiatives
- Completing annual marketing budget proposals and ongoing budget management and maintenance
- Working closely with the sales, product, and customer success teams
- Developing annual marketing plans that include digital marketing, public relations, displays and sponsorships, content marketing, web design and development, social media marketing, and more
- Assigning tasks and assisting with prioritisation for the rest of the marketing team
- Providing direction to keep messaging and graphic communications on-brand
- Taking initiative to be creative and ambitious for all marketing campaigns
- Putting our content strategy into play

What you'll need

The following experience is relevant to us:

- At least 2 years experience in a marketing role. You've got the skills, and now you're ready to put it into action
- Incredible writing skills. You can clearly articulate the value of our product
- A strategic mindset that allows you to understand industry trends and customer needs.
- Relentless creativity and ambition
- Attention to detail, excellent organisational skills and time management skills
- Ability to meet deadlines and self-manage your workload
- Excellent communication skills with high energy and a great attitude

Why join us

Working at Papertrail can accelerate your career and give you the opportunity to work with world-class talent. We're a team that loves what we do and we all thrive on our ability to make an impact. There are many benefits that come with working with us such as:

- Flexible and remote working
- All the tools you need to execute on your job
- The ability to travel with work
- See your initiatives and strategies deliver results



The application Deadline is 30th November, and we will be inviting people for Interview on the 10th or 11th December.

Send your CV and covering letter to mail@papertrail.io