

Role	Marketing Manager – Maternity Cover
Team	Commercial
Line Manger	Sales & Marketing Director
Date	25 th July 2018
Full/Part Time	Full-time
Salary	Up to £50,000 (pro-rata)

Role Description

If you are a marketing manager that has a collaborative approach to working, is adaptable and relishes owning complex problems in a dynamic and challenging (but very enjoyable) working environment then this could be the ideal role for you.

We are a small, friendly organisation that is growing quickly and has the benefit of providing all of the opportunities you might expect in a start-up. The ideal candidate will be interested in helping the business expand and mature through the introduction of new ways of working and the application of experience learnt elsewhere. Key responsibilities include the full gamut of tasks that you would expect as a marketing professional experienced in independently managing a marketing function that is critical to the success of the business, including: development of the company's value proposition, enhancing our web and social media presence, production of thought leadership articles, blogs and PR announcements, defining and managing client acquisition campaigns, production of high-quality sales collateral and brand management.

Although based in Northampton the successful applicant will have responsibility for marketing in the UK, Africa, Western Asia and Eastern Asia. Experience of these territories would therefore be of some advantage, although not essential.

More specifically, the Marketing Manager will: -

- Support the development and delivery of a marketing strategy and quarterly plans
- Define, implement, manage and optimise acquisition campaigns
- Maintain and update the value proposition
- Content production and publication – including finding influencers and partners to contribute
- Support commercial lead generation with collateral production
- Explore new opportunities across digital and offline to target prospective audiences
- Own and develop the company website and manage company social media accounts

Cultural Attributes, Knowledge, & Skills

Cultural Attributes:

- **Coachable:** Self-aware, able to identify areas of potential development and put strategies in place to address them to further their professional and personal development. This will include a process of continual evaluation of performance and a plan to address the development needs that arise, including the commitment of own time and resources where necessary.
 - **Accountable:** Ensures that every issue has an owner. Define and clearly communicate the resolution path for the issue, bring in other members of the team to contribute when necessary and relentless in ensuring completion. All stakeholders are kept informed throughout the resolution process and, where applicable, the issue is reviewed to try to prevent recurrence and make the resolution of further issues as efficient as possible.
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- **Collaborative/Team Player:** Prioritises the success of the team over own individual achievement and recognition. Likes to solve problems through working with a team and want to actively contribute to the development of other employees, as well as to learn from them.
- **Positive and Enthusiastic:** Optimistic outlook and a 'glass half full' approach at all times. Able to draw out positive outcomes, even from what seems to be a negative situation and motivate others to do the same.
- **Adaptable/Flexible:** Readily accept that change is a part of working life and quick to adjust their plans when factors dictate this, even if considerable effort has been expended and/or they are emotionally invested in the previous direction. The immediate response to a change of plan is to work with colleagues to look for new opportunities and incorporate these into the revised direction that is set, communicating clearly at all times about the change, its impact, the options available and the new course of action. Will take a principal role at all times in leading the team to successfully deliver the revised objectives.
- **Hard Working:** Gets satisfaction from committing to achieve the most they can in each working day. When necessary, will work tirelessly to hit the deadlines that they have been set, both for objectives that they own and also in contribution to those owned by others.

Knowledge:

- A minimum of 5 years' marketing experience
- Recognised marketing qualification (desirable)
- Experience driving marketing activity to directly influence B2B sales
- Generation of thought leadership articles that are of publishable quality in industry journals and national media
- Design and production of impactful sales collateral
- Design, production and management of web and social media sites
- Excellent knowledge of digital marketing
- Payments or mobile telecommunications experience would be advantageous

Skills:

- Excellent communication skills
- Attention to detail
- Strong organisational and management skills
- Ability to design clear and visual communications
- Highly developed written and spoken communication skills

Company Description

Infomedia is an exciting Fintech business that applies micro payments to consumer's mobile phone accounts on behalf of brands, using a technology called Direct Carrier Billing. The company has been growing at the rate of 50% per year for the last 5 years and appeared in both the Sunday Times TechTrack 100 and the Deloitte Fast 500 once again in 2017. We currently operate in Europe and the Middle East and are expanding into the Far East and Africa.

Established in 1991, Infomedia has transitioned with changing consumer behaviour on the mobile platform to become one of the most trusted global players in the Direct Carrier Billing (DCB) market. The business continues to grow rapidly with unique global carrier relationships and a current reach of over 200 million customers transacting over its platform. Infomedia's revenue has grown by an average of 49% YoY over the last five years by developing new use cases for direct carrier billing, ignoring short-term traditional Value-Added Service (VAS) revenues and focusing on launching compelling new services tailored for DCB.

Infomedia has a fully-managed service offering. This allows brands and carriers to simply 'plug in and play' to start


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generating revenue from micropayments on mobile. Services are typically live within weeks and generating a ROI within a few months. Infomedia enables carriers to leverage their current billing system and relationship with the customer to increase ARPU (average revenue per user) and allows brands to monetise digital in a way that is suited to growing consumer trends for frictionless payments, snacking content and the micro subscriptions.

The team has ambitions to maintain its steep growth curve by further expanding internationally and enabling a broad range of brands from publishers to car parks to maximise revenue on the mobile channel. At the same time, Infomedia is committed to driving quality in the market and working with regulators to create a more modern compliance framework that allows brands and carriers to benefit from the demand for frictionless mobile payments whilst safeguarding consumers.

www.infomedia.co.uk
