

## Job Description



<b>Job Title:</b> Marketing Manager	<b>Division:</b> Authentication
<b>Reporting to:</b> Senior Marketing Manager	<b>Function:</b> Marketing
<b>Location:</b> Viables	<b>Job Grade:</b> C12
<b>Travel</b> (Frequent/Some/None): Some	

### 1. ROLE PURPOSE AND SUMMARY

The Authentication Division of De La Rue protects the revenue streams and reputations of businesses and governments whilst protecting consumers from the harm associated with illicit trade. This role will drive engagement throughout the customer journey and ultimately drive revenue growth.

To be successful in this role, you should have significant hands-on experience across the full marketing mix and be able to turn creative ideas into effective marketing projects.

The ideal candidate will be broadly experienced with deep knowledge in one or two niche marketing specialties such as PPC, web, email, content creation or CRM.

Ultimately, you will help us build and maintain a strong and consistent brand through a wide range of online and offline marketing channels. Confident in creating an effective marketing funnel across appropriate channels which creates an environment that enables B2B and B2G sales.

### 2. DIMENSIONS AND REPORTING LINES (number of reports and financial values)

- Reports to the Senior Marketing Manager
- One direct report

### 3. KEY ACCOUNTABILITIES

#### **Individual**

- Collaborate with the Senior Marketing Manager to develop and execute comprehensive marketing plans, across the full prospect and customer lifecycle and channel mix.
- Day-to-day responsibility for developing and managing core portfolio marketing campaigns and new product launches, using a range of media channels.
- Comfortable managing social media accounts, including the development of compelling content and the reporting of social media engagement.
- Online events: Plan, coordinate, and execute all aspects of online events. Collaborate with cross-functional teams to ensure engaging relevant content. Measure event performance, gather

insights and analyse data to improve future events. Manage event budgets, negotiate contracts, and liaise with vendors.

- Website management. Oversee the website, developing content and user experience to drive quality traffic and optimise the channel as a primary inbound lead generator. Continuous monitoring and optimisation for performance improvements across all key metrics.
- CRM Management – Contact management and build across all business sectors. Managing data health, enrichment and segmentation to enable strong data-based decision making and utilisation.
- Ensure the brand narrative is compelling and aligned with business goals. Monitor, optimise and contribute to the development of the Messaging framework.
- Writing, proof reading and approving materials for both online and offline campaigns, for web, social, blogs and printed brochure, case studies white papers.
- Lead email marketing initiatives to drive traffic and boost sales.
- Use Graphic design and photo editing skills to create visually compelling marketing materials such as banners, social media posts, infographics, and email newsletters using Canva and Hubspot. With the ability to brief creative and agency resource on more complex projects and provide guidance and approval throughout the process.
- Work collaboratively throughout, preparing material in advance and allowing time for iterations prior to sign-off. Support the product teams with pre-launch and launch activities. Support sales efforts via appropriate campaigns to maximise output from events etc.
- Prepare reports on marketing activities, sales performance, and market trends.
- Prepare and manage the marketing budget, with ongoing performance tracking.
- Conduct market research to uncover new opportunities for growth.
- Manage one direct report ensuring all campaigns and activity are on-brief and delivered to the right audiences.

#### ***Divisional Authentication***

- Support the Divisional leadership team, executing the strategy for Authentication
- Support and follow the governance and operational disciplines applicable across the division

#### ***Common to all roles***

- To ensure full participation in the performance development review (PDR) process and maintain an up-to-date record of all training and development activities/programs
- To always act and behave in a way compliant with all De La Rue company guidelines and policies, especially those relating to values and behaviours, environmental health and safety, ethics and codes of conduct, as it is through living our values that we strengthen the culture of our business and demonstrate our understanding of our Code of Business Principles. Further information on our company values can be found in our "Living the Values" guidelines.

#### **4. CAPABILITY (qualifications, experience, and skills)**

The successful candidate will have:

- Significant experience in a Marketing Manager role in a B2B environment
- Broad marketing skills and in-depth knowledge of one or two niche areas, such as PPC, web, email, content creation or CRM.
- Experience planning and executing integrated marketing campaigns across multiple online channels with experience in optimising B2B customer journeys.
- Great interpersonal and communication skills to build and work collaboratively across multiple teams and geographies.
- Excellent organisational and planning skills with a strong attention to detail
- Creative thinker with a self-starter mentality

- Motivational mentor and team player, focused on delivering success for the team and organisation
- Strong project management skills with a proven ability to independently manage and execute multiple complex projects simultaneously.
- A strong grasp of data and analytics

Job Holder: ..... Date: .....

Manager: ..... Date: .....