

Agency Marketing Manager



From £50k + profit share and pension scheme

**powerful brands
bold ambitions**

We're looking for an experienced marketer to help us raise the profile of our strategic branding agency, and take us to the next level.

We're a thriving branding agency, working on great projects every day, creating solutions that achieve transformational results for our clients – significant brands driving change in their sectors. And we want to do more of it.

We do great work for our clients, but we're not as well known as we'd like to be.

We've set ambitious targets for our business and we need a marketing expert to help us deliver. If you are an equally ambitious marketer, driven by targets and focused on achieving results, then we really want to speak to you.

The objective is simple: to raise our agency profile, get us better known, and generate more leads so we win more work.

The role will involve devising great content, amplifying our work, orchestrating thought-leadership with colleagues, managing our marketing partner specialists and identifying other opportunities to achieve our objective.

You'll also be supporting our new business efforts, by identifying opportunities and co-ordinating the response to tenders and proposals.

We're looking for someone who has made a real difference to their current organisation and who has a desire to grow both our agency and their career.

Our ideal candidate is someone who has:

- proven experience in marketing an agency or consultancy
- a thorough understanding of marketing disciplines and the channels to leverage to achieve the desired results
- experience in managing and optimising relevant social media platforms
- a high-level understanding of how to use and optimise Wordpress, SEO and Adwords
- media liaison skills, building key relationships and crafting press releases that achieve traction
- a proactive approach to identifying opportunities and prospects for the agency
- experience in developing marketing initiatives to acquire new clients
- the ability to identify the necessary tools and systems we need to support our efforts
- good networking skills and the ability to develop solid relationships
- a strong belief in collaborative teamwork, balanced with the ability to work autonomously
- strong written skills, and the ability to create content from 'light' briefs
- a marketing qualification is preferable but not essential. Your experience is essential!!

This is a great opportunity to make your mark in an agency that's going places. Help us to accelerate, and be part of, that journey.

The agency

RBL is an independent strategic branding agency that works with complex organisations to deliver the insight, ideas and impact to create powerful brands that realise bold ambitions.

Our key stages: Discover, Define, Design, Deliver, cover everything an ambitious organisation could need for a strategic brand review from initial research to creative execution. This process flexes to meet the needs of all projects from full strategic branding programmes to distinct brand campaigns.

We are an expert and agile team of talented researchers, strategists, creatives and project managers producing award-winning brands for diverse public and private sector clients including FTSE 100 companies, academic institutions, elite sports properties, social enterprises and entrepreneurial businesses.

We're based in Leamington Spa, named best place to live in the Midlands*. Famed for its regency architecture and open spaces, coffee shops on almost every corner, annual food and arts festivals. Home to one of the UK's biggest tech hubs "Silicon Spa", and where our studio is neighbour to the upcoming Creative Quarter.

rbl

rbl-brandagency.com

Our values

We believe we create brilliant work and a rewarding environment when we:

Push further...to keep growing, developing and increasing our impact.

Stay curious...to drive creativity and find better ways forward.

Work closer...making the most of each other, and giving our all.

Trust deeper...to build stronger foundations for our studio, brands, and working lives.

Own it...our successes, our failures and our futures.

Next steps

If the role, agency and culture sound like a good fit, please send your CV with a covering letter to our Client Services Director, telling us why you think you might be a great fit for this role to:

karen@rblteam.com

And to get a deeper understanding of who we are and what life at RBL might be like, please visit:

rbl-brandagency.com

This new position is open now and we hope to recruit as soon as possible. However, we will take the time to find the right person for the role.

No recruitment agencies please.

*Source: The Sunday Times, 2023

