

EvolutionCBS is a growing business sales and acquisitions advisory company based in Theale near Reading, Berkshire. We are looking for an exceptional and experienced Marketing Manager, who ultimately could become our Marketing Director, to join our senior team at a particularly exciting time for the business as it continues to build on its success.

The ideal candidate will be both a solid strategic and commercial thinker, able to demonstrate thought leadership and, as importantly a hands-on driver and owner of the role. Preferably with a background in professional services, they will have the considerable brand promotion, Event management and B2B marketing experience needed to be able to set long and short-term objectives to support the company's business goals.

#### **Key responsibilities**

**Brand management and corporate identity** - Agreeing, maintaining and enforcing brand conformance. Providing input into company look and feel in the market and overseeing the entire spectrum of how the company communicates. This will include re-positioning messaging, creation and production of all marketing material, both on and offline.

**Marketing development** - Managing all marketing for the company and activities. Specific emphasis on creating, managing and delivering marketing plans in support of the company's wider business plan. This includes overall responsibility for effective output from Marketing & Events and Planning, coordinating and implementing marketing and promotional campaigns, creating and executing a successful ongoing events strategy and measuring results.

**Corporate Communications** - Maintaining effective external communications via traditional media, social media, blogs, press and conventional platforms and internal communications to ensure that all relevant company functions are kept informed of marketing activity.

**Channel management** – Identifying, developing and managing partner and introducer channels. This will include setting parameters for partners, monitoring, managing and reporting on channel performance in order to improve lead generation against agreed targets.

**Team Management** - Interviewing, hiring and training an Events Coordinator with management responsibility including workload, output and general performance plus intermittent management of other staff members for specific campaigns and projects.

**Delivery Partnership Management** - Sourcing liaising and negotiating with external partners and suppliers and developing relationships e.g. event sponsors, designers, printers, videographers and photographers.

### Key attributes and required skills

- Excellent interpersonal and communication skills and the ability to actively contribute to the management team.
- First class command of English with experience of copywriting and familiarity with creative design fundamentals.
- High energy highly focussed with exceptional attention to detail.
- Able to manage multiple projects with varying priority at one time – to deliver results on time.
- Self-motivated and results-oriented, able to lead projects and interact with multiple departments.
- Social Media & Brand development expert.

In return we offer a competitive salary and the option to join the company pension scheme. We also operate a company performance-based bonus scheme, which would come into effect after an agreed probationary period.

This role carries a holiday entitlement of 23 days plus bank holidays, rising as time in service increases.

If you think you're the right person for this role and are looking for an opportunity to be part of an exciting, motivated team please send your CV, with a short covering letter, to Amanda Gale at [agale@evolutioncbs.co.uk](mailto:agale@evolutioncbs.co.uk).