

**JOB TITLE: Marketing Manager**  
**COMPANY NAME: FormRoom**  
**REPORTS TO POSITION: Managing Manager**

## Job Overview

The job holder works closely with and supports the Managing Director to maximise income through obtaining new business and communicating the agency's brand profile.

FormRoom has a focus on digital marketing as an effective way to engage new business, to include website/social media management, SEO and PPC, PR and thought leadership. This is combined with the more 'traditional' new business methods of outbound marketing, pitching and lead generation.

The ideal candidate will be comfortable across both disciplines, with an enthusiastically proactive and creative approach to the challenge of promoting our agency to a fast-growing global audience.

You will be a confident communicator and strategic thinker, with a key role in the growth and evolution of our company brand. An understanding and passion for the creative, retail and hospitality industries is essential.

## Activities, Duties and Key Tasks

### Marketing

- Manage all digital assets for the brand, including website and social media channels.
- Proactively manage SEO and PPC campaigns, both in house and agency.
- Develop and maintain a varied and engaging marketing strategy to ensure content is regular, consistent and of high quality.
- Create engaging content for marketing use, including Thought Leadership and trend presentations, utilising the agency design team where required.
- Write press releases and manage press/PR enquiries
- Develop and propose strategies/initiatives to better convey the brand message, both online and offline including (but not limited to) email marketing, talks, events and installations.
- Ensure all marketing assets are obtained on time and within budget, including photography and videography.
- Report on the progress and vitality of all digital marketing at monthly management meetings.

### New Business

- Utilise best practices for lead generation to identify, target and contact potential clients for FormRoom, globally.
- Develop a robust CRM system and keep all opportunities and client databases up to date.
- Be the first point of contact for new inbound enquiries and facilitate
- Assist the MD and Head of Projects in preparing research and presentations for new business and pitches.
- Attend prospective client meetings and pitches, globally.
- Alongside the MD, identify and develop opportunities to expand the company to new markets globally.
- Forge strong relationships with new clients, ensuring full understanding of their business and campaigns maintaining regular contact where appropriate
- Organising relevant client events and attend industry functions to keep up to date with industry trends and network.

## Health, Safety and Maintenance

- Be responsible for your own health safety and welfare and to ensure the health, safety and welfare of those working on your project.

## Desired Skills and Experience

- Proven experience in Digital Marketing, 3-5+ years in a similar role
- Proven experience in Business Development and/or Sales, 3+ years in a similar role
- Strong business acumen and results driven approach
- Very proficient with SEO, PPC and Google Analytics
- Microsoft Office skills essential
- Experience in Adobe Creative Suite an advantage
- Highly efficient, organised, a strong planner, problem solver with great time management/prioritisation skills
- An ability to work on many tasks at any one time under tight deadlines, working under pressure
- Highly proactive with a strategic approach to daily tasks
- Retail and hospitality industry experience advantageous
- Language skills (Mandarin/Arabic/French/Spanish) advantageous

## Personal Specification

- Highly personable and able to inspire confidence
- Positive, supportive, and motivating approach to teamwork
- Strong pitch experience to all management levels
- Excellent interpersonal and client-handling skills
- Excellent relationship building skills
- High level of attention to detail
- Highly efficient and organised
- Advanced Presentation skills
- Exceptional oral and written communication skills
- Strong initiative and self-confidence
- Strong interest in arts, fashion, culture, hospitality essential