



Job Description: Head of Marketing

Negotiable Full Time Salary

An exciting Full Time opportunity for a career minded Marketing Manager. You will be based in our Peterborough Head Office with a focus on developing and implementing marketing and digital marketing strategies to help promote the General & Medical Group of Companies in order to drive sales through lead generation.

Managing a small marketing team, the successful candidate will need up to date knowledge of both social media and traditional marketing streams. You will work closely with Senior Management to discuss and implement ideas, promotions and analysis of marketing campaigns. You will take ownership and manage all paid media elements, including campaign planning and reporting to generate interest and influence.

Main Responsibilities of the Role:

- Develop strategies and tactics to promote General & Medical and drive traffic to our website, ensuring the message is consistent with wider management of the brand.
- Create and deploy successful marketing campaigns to support the full product range, owning their implementation from idea to delivery.
- Continual optimisation of paid activity to provide cost effective and incremental value.
- Experiment with a variety of organic channels, whilst managing content creation, publicity, social media, newsletters, lead generation campaigns, copywriting and performance analysis.
- Setup and manage Linked In ads and other PPC campaigns.
- Work with 3rd parties and in-house teams to produce valuable and engaging content for the website that attracts and converts our target groups.
- Collaborate across functions to deliver promotions and offers.
- Small team management including performance reviews.
- Measure and report performance of marketing campaigns.
- Analyse competitors to gain insights and benchmark our performance.

The Ideal Candidate:

- An excellent all round communicator – You communicate with confidence, can build a rapport and deliver a message, demonstrating appropriate style and innovation.
- Have a creative mind – You will constantly be thinking of new channels to promote our services to potential new business.
- An excellent copywriter – You really know how to work words to attract new business.
- Eye for design – You know how to attract attention with standout design.

What You Can Expect From Us:

- Negotiable Full Time Salary
- Office Based with Regular Monday to Friday hours
- Access to Pension Scheme
- Great Annual Leave Benefit including additional family days
- Free Worldwide Multi Trip Travel Insurance Cover and discounted rate for family members



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- Cash benefits linked to Personal Accident, Life Cover and Critical Illness
 - Monthly Employee Rewards Scheme
 - Commitment to Employee Learning and Development
 - Access to Wellbeing Services and Discount Scheme
 - Free Parking
 - Friendly working environment in Peterborough, convenient location close to the A1

Our greatest strength is our people – professional, driven yet grounded and fun to work with. If our culture sounds like a good fit for you and you want to be part of our exciting journey then please send a copy of your CV to jobs@generalandmedical.com