



CREAT3D

ADDITIVE MANUFACTURING SOLUTIONS PROVIDER

> POSITION:

MARKETING MANAGER

> LOCATION:

CREAT3D, Reading, Berkshire

> ROLE TYPE:

Permanent, Full Time
09:00 to 17:30 Mon to Thurs
09:00 to 15:30 Fri

> ABOUT CREAT3D

CREAT3D is a fast-growing, fresh-thinking company operating in the innovative and exciting sector of Additive Manufacturing (3D Printing).

CREAT3D is an award-winning, market leader in its field, consulting on and supplying the best Additive Manufacturing technologies, solutions and services to a wide range of business customers including blue-chip companies spanning industries such as Automotive, Motorsport, Engineering, Manufacturing, Consumer Products and TV and Film, as well as Universities and Colleges across the UK.

As an engineering company, with AM at our heart, we are focused on delivering excellent service and providing our clients with a continued premium experience through digital technologies.

We work with awesome innovative brands including Formlabs, Markforged and UltiMaker.

We are looking for motivated, talented people who like a challenge!

> THE JOB

- Hands-on role for the full marketing-mix. As part of the busy Marketing Team, the role involves designing, creating, and delivering successful marketing programmes to support growth of our services and products
- The mix includes digital marketing, social media, multi-channel marketing campaigns (including DM), data reporting, CRM management and marketing support for events
- Your role will focus predominantly on digital marketing aspects, including video marketing, social media (incl. social media strategy development), email marketing, PPC and SEO activities and online content including website management and blogs

THIS IS ROLE IS FOR A PASSIONATE AND FRESH-THINKING MARKETEEER WHO ENJOYS WORKING IN A FAST-PACED AND INNOVATIVE B2B SECTOR.

YOU'LL BE HANDS ON WITH THE FULL MARKETING MIX, SPECIALISING IN DIGITAL MARKETING.

CREAT3D

> WHAT YOU'LL GET INVOLVED IN

- Support, develop, plan and deliver multi-media marketing campaigns to drive lead generation in line with strategy, KPIs and budgets, focusing on particular brands and industries
- Work closely across all departments to produce exciting, innovative and interesting content that resonates with our audience
- Work closely with the technical team to develop relevant, technical content and advice to share our knowledge and passion for AM
- Write engaging copy for online marketing material including social, PPC copy and blog posts
- Create email marketing campaigns to drive lead generation and brand awareness. This includes copywriting, data / audience segmentation, A/B testing, analysing and reporting on results
- Prepare online content and video marketing campaigns
- Management of PPC and SEO activity and reporting, including regular website management and updates
- Implement and manage the social media strategy and platforms increasing engagement and influence
- Campaign success reporting to feed recommendations for future campaigns
- Customer research to guide marketing strategy and competitor research
- Management of marketing databases and CRM systems
- Support the promotion and delivery of internal and external events
- Provide effective marketing related administrative support to Marketing and Sales teams, including supporting literature and marketing tools

> WHAT YOU'LL ACHIEVE

- Become a brand guardian for CREAT3D and our key partners, producing excellent quality marketing materials that resonate with our audience and ultimately generate leads for business growth
- Develop, manage and implement successful digital marketing strategies
- Increase awareness of CREAT3D and Additive Manufacturing through open, insightful and engaging digital content

> SKILLS YOU'LL NEED

- Proven experience of B2B marketing (min 3 years experience). Formal marketing qualification advantageous
- Continual thirst to learn and a hunger to be the very best
- Hardworking and team player with a positive attitude
- High levels of enthusiasm
- Creative thinker and ability to identify new opportunities
- Excellent communication skills, both verbal and written
- Great attention to detail with a strong level of numeracy and literacy
- Advanced skills in using MS office packages
- Advanced skills in video editing packages
- Up-to-date knowledge of marketing best practices, in particular digital marketing
- Expertise across a full-marketing mix including digital, email, social media, SEO, PPC, direct, events and offline
- Ability to manage successful social media campaigns, and a solid understanding of social marketing for B2B
- Excellent organisation and prioritisation skills, operating within a busy environment, delivering multiple projects across multiple brands, on time
- Fluent in the English language, both written and oral

> YOUR CAREER WITH CREAT3D

You'll be joining a fast-growing business within an expanding industry

- Opportunity to develop the position further into a Marketing specialism or progression to more senior management roles as the team grows
- Operational training will be provided, relevant to the business need and personal development
- Employee benefits incl. discount on 3D printers & consumables, free 3D printing, 24 days annual leave plus Bank Holidays, your Birthday off work, Employee Assist Programme (EAP) & Pension Scheme (where applicable)

DOES THIS SOUND LIKE YOU?

Email your CV and covering letter to work@creat3d.co.uk