

Marketing Manager

Up to £45,000.00 per annum (depending on experience)

About us:

The Locale Group is a privately owned business, based in Oxford, that provides building management and tenant engagement solutions for property management companies nationwide e.g. Savills, MAPP, Knight Frank, CBRE, etc.

Established in 2005, the company has seen a rapid increase in growth over the last three years, due in some part to the arrival and standardisation of PropTech, as a way of improving building performance and operational efficiency. As of June 2021, Locale Group had 34 staff, working in the 3 Group companies.

Main Purpose of the Role:

We are looking for a full-time marketing lead to help drive the growth of The Locale Group.

You will be responsible for the creation and implementation of the marketing strategy in accordance with the wider business plan and market insight. You will own and maintain all of Locale's brands, marketing campaigns, PR and media activities and customer communications. You will lead and develop the marketing and media team to achieve their defined objectives.

Role reports to the Head of Sales & Marketing

Main Responsibilities:

- Development of a long-term company marketing strategy with an emphasis on achieving sales growth and cost-effective customer acquisition
- Development and implementation of successful lead generation strategies
- Ownership of marketing processes and funnel optimisations, with a view to delivering measurable ROI and driving continuous improvement
- Ownership of brand awareness and reputation, including brand, PR, channel marketing, and communications
- Working closely with the Sales team, enabling them to meet objectives
- Working closely with the Product team, defining marketing strategies for new and existing products
- Track market trends, industry news, competitor activity, and customer feedback to inform and iterate strategies
- Report to internal stakeholders on marketing strategy, activity and performance
- Manage and mentor team members

We are looking for someone who has:

- Marketing and channel marketing experience in a B2B and SaaS role
- Experience working with a high growth or scaling business having implemented a successful lead generation marketing plan
- Strong organisational skills and a detailed focus on delivery
- Experience in the real estate/property market a bonus

- Ability to manage and inspire a team
- Loads of energy and a can-do attitude
- Passion to grow, learn and improve
- Looking for the fun and exciting experience of leading and growing a marketing team at a fast-growing SaaS company

UK Real Estate experience would be preferred & is very beneficial

Benefits:

As well as engaging work and exciting long-term opportunities the company has a relaxed working environment, with a casual dress code, monthly staff socials (such as a trip to the circus, punting in Oxford, a round at the pub or movies nights with take away) and free beer Fridays. There are plenty of staples available like free breakfast cereal, soup for lunch, a well-stocked cookie jar and sweetie bowl (or fruit bowl if you'd prefer) and a bean to cup coffee machine (coffee is very important!). The company also offers full time employees a private health scheme. Every year we also have a lavish Christmas dinner!

Application:

Applications will be considered on a rolling basis. Locale is an equal opportunities employer and welcome applications from all suitably qualified persons regardless of race, sex, disabilities, religion/beliefs, sexual orientation or age.

Please send your CV, along with a covering letter, to recruitment@locale.co.uk telling us something interesting about yourself and explaining why you are the perfect fit for Locale.

No canvassers or recruitment agencies please.