

## JOB DESCRIPTION

**Job Title:** Marketing Manager  
**Department:** Central  
**Location:** Bath office, full time

**Reporting to:** Operations Consulting Director  
**Responsible for:** No direct reports

### Job purpose and summary

Primarily responsible for Zenith International's marketing strategy. This will include the creation and delivery of traditional and new media based marketing strategies including: social media development, video marketing, email and e-newsletter marketing, search engine optimisation (SEO), marketing planning, project management, campaign delivery and brand management.

Zenith International is a niche management consultancy specialising in food and drinks. We have clients in many countries, but our strategic target markets are Europe, Middle East, Turkey and India. The objective of the role is to raise awareness of Zenith and its wide range of capabilities to key target accounts throughout these markets.

### Key responsibilities

- Marketing strategy.** Responsible for developing and coordinating a successful marketing strategy across Zenith's functions. In addition to the more traditional marketing techniques for a professional services firm (e.g. networking, event speaking, publications, PR etc), the strategy should also place an emphasis on digital and online techniques. The position will hold company-wide marketing budget responsibility.
- Online and media-based marketing.** This would include responsibility for the website and SEO, social media (especially LinkedIn, Twitter and YouTube), video, blogging, daily news subscriptions and new technology. This may include a new phase of web development geared towards target markets.
- Zenith brand and design.** In time we would expect the Marketing Manager to develop and manage a refresh of Zenith's brand, to include the logo, corporate colours, brochures and website, ensuring excellent design and consistency across all customer interfaces.

### Background and experience

#### Essential:

- ◆ Demonstrable success in marketing a professional services business.
- ◆ A thorough understanding of digital and online marketing tools, including social media, web analytics, SEO and latest technologies.
- ◆ Strong creative ability and design flair.
- ◆ Articulate spoken and written English, with proofing experience and a high attention to detail.
- ◆ Excellent communication and presentation skills.
- ◆ An strong collaborator and influencer.

#### Advantageous:

- ◆ Experience of marketing outside of the UK, especially in Middle East, Africa and India.
- ◆ Graphical design skills in tools such as Photoshop and Dreamweaver.
- ◆ Understanding of HTML, web technologies and content management systems.
- ◆ Other languages, especially Spanish and Arabic.