

ROLE PROFILE

Job Title:	Marketing Manager – Landmark Environment	Location:	Henley-on-Thames
Department:	Marketing	Hours of Work:	09.00 to 17:30
Reports to:	Managing Director	Contract:	Maternity cover 1.09.08 – 31.08.09

Main purpose of the job:

Landmark is the market leader in the development and supply of digital mapping and site specific information, enabling property and environmental professionals to locate sites and manage potential risks.

The post holder will create and execute Landmark Environment's Marketing Strategy and Plan, in conjunction with the Managing Director of Landmark Environment and the Corporate Communications Manager.

Main tasks (in order of priority):

Contribute to the creation of the marketing plan which will deliver a mix of brand and product promotion and lead generation for a team of 5 customer facing professionals.

Manage and implement the execution of the marketing plan within the marketing budget for the Environment business.

Carry out day to day tasks including promotions and managing in-house, out-house activities and research.

Maximise the opportunity from 2,000 existing customers via an effective blend of online, advertising and direct marketing with an emphasis on ROI.

Working closely with the Head of Sales to profitably combine marketing and sales activities.

Working closely with Product Development professionals to research and influence web product design and launch.

Lead the annual customer satisfaction survey research and smaller customer Focus group/Think Tank activities.

Contribute to devising customer acquisition, up selling and retention strategies.

Manage and maintain competitor activity information from internal and external providers.

Manage event activity, tradeshow, corporate sponsorships and point of sale campaigns.

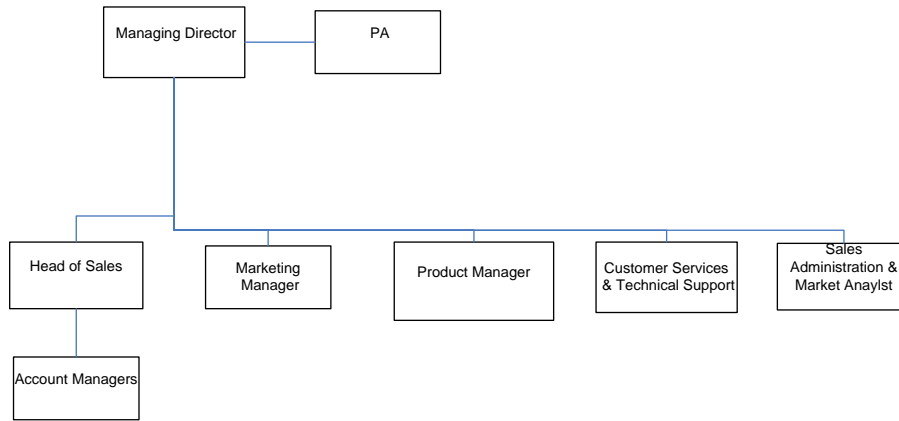
Develop sales materials and manage creative, PR and event suppliers.

Develop a good working relationship with the other business unit Marketing Managers in order to ensure group marketing clarity and seamlessness.

Key part of Landmark Environment strategic team.

Relationships (attach an organisation chart)

Landmark Environment



Staff who report to this position:

N/A

Who this position reports to:

Managing Director – Landmark Environment

Key Contacts:

External: Marketing and PR Agencies and related companies e.g. printers, Group companies, key customers & suppliers, distributors, professional bodies.

Internal: Managing Director, Corporate Communications Manager (consultancy on strategy, brand and design), Head of Sales, Product Development Manager, Training Manager (especially on competition analysis) and Marketing Managers in other divisions.

Qualifications & Training	Essential/Desirable	Selection Method
A post graduate qualification in marketing and membership of an appropriate professional institution is strongly preferred.	Highly desirable	CV/ Interview

Competencies	Essential/Desirable	Selection Method
<p>Technical:</p> <p>A detailed yet strategic person with strong organisational and project planning skills with an exposure to marketing to professionals, exploitation of extensive prospect databases and customer research and successful online marketing experience.</p> <p>Exposure to creating and delivering successful strategies at product and tactical level combined with top verbal and written communication skills – creative copywriting and flair are important.</p> <p>The candidate will be an experienced marketing professional with a minimum of 5 years marketing experience in a corporate environment. The post holder should be experienced in dealing with senior decision makers both externally and internally. A confident self-starter, able to work on their own initiative and as part of a group.</p> <p>The candidate will be able to demonstrate that they have experience of developing marketing in relation to online services in a creative, innovative as well as an organised manner.</p> <p>Experience of marketing information products or professional services to the Environmental market. Knowledge of property industry processes would be ideal.</p>	<p>Essential</p> <p>Essential</p> <p>Highly Desirable</p> <p>Essential</p> <p>Highly Desirable</p>	<p>CV/ Interview</p> <p>CV/Interview</p> <p>CV/Interview</p> <p>CV/Interview</p> <p>CV/Interview</p>
<p>Leadership: N/A</p>		
<p>Behavioural:</p> <p>The job is likely to involve some UK travel and deadlines that require a flexible approach to working hours.</p> <p>The successful candidate will be required to develop strong working relationships with key internal and external contacts.</p> <p>Ability to remain calm and organised under pressure whilst effectively meeting demanding deadlines</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Interview</p> <p>Interview</p> <p>Interview</p>
<p>Date of role profile: July 2008</p>	<p>Prepared by: David Mole</p>	

