

Marketing Manager Vacancy



Would you like a job that can make a positive impact on people's lives?! Would you like a job where you get real job satisfaction?

If you answered yes, then we may have the job you are looking for!

Rompa are the market leaders in sensory provision and we are looking to hire a full time Marketing Manager to lead our small marketing team and to take ownership of our marketing strategy and brand development.

A key function for this important role is to ensure Rompa's physical and online presence is maintained and strengthened and all marketing materials are up to date and relevant.

What else will be required?

- Compilation and writing of digital and traditional marketing literature such as brochures, videos and flyers.
- Responsibility for catalogue production.
- Online PR including publishing regular case studies, completed projects and news.
- Social media management and PPC and SEO management.
- Day to day maintenance of our website.
- Brand management.
- Leading our exhibition activity.
- Track performance data, industry trends, and competitor activity to inform decision-making and maintain competitive advantage.
- Deliver demonstrable incremental improvements in catalogue and online sales and product presentation.
- Setting and managing marketing department budgets and achieving expected results.

Do you have what it takes?

- Proven experience in a similar marketing manager role, ideally within a manufacturing environment.
- Experience of social media management, commercial website maintenance (B2B & B2C), SEO, PPC and all aspects of digital marketing.
- Commercially aware and able to always seek best value and manages to the pre-set budget.
- Strong knowledge of digital marketing strategy, analytics tools, and campaign delivery.
- Creative mind, enthusiastic and highly motivated.
- Ability to identify and work with influencers.
- Excellent organisational skills and attention to detail.

What do we offer?

- Competitive salary and benefits.
- An extremely rewarding and fulfilling job with great variety!

Should you be interested in the above role and would like to view a full job description, please apply to Lisa Dunks (lisad@rompa.com) with a covering letter, CV and current salary details.

No agencies please.

Rompa is an innovative business consistently producing the very best in new, state of the art products and sensory solutions. Home of the Snoezelen®, Winslow and Older Adults brands, we operate throughout the UK and offer a full installation and mail order service to a varied customer base.

We also have over 50 international partners in our portfolio making us a truly global company.

Our multi-sensory rooms offer wonderful therapeutic care for children and adults with differing levels of abilities. Our rooms nurture the body and are designed to promote sensory modulation and facilitate the learning and practice of stress management. Our specialist rooms are being used in hospitals, health centres, developmental disability units and many other settings all over the country to help improve people's quality of life.