



JOB DESCRIPTION

MARKETING MANAGER

MTC Consultancy is searching for an adaptable, team player, with a high level of information technology management and communication skills (writing, listening and oral), to join our office on a contract, as an independent consultant, working remotely, and part-time in **Marketing Manager role** focusing on the B2B marketing, and the demand for products and services offered by the firm as well as examining current product assortment. In addition to concentrating on the target market and overseeing product mix development, you will be responsible for monitoring trends for indication of the need for new products and services.

About the Company

MTC Consultancy is principally focused on providing services in management consulting supplying business and digital solutions, advising, and supporting entrepreneurs from a range of sectors. MTC Consultancy is on a mission to assist service based small to medium size enterprises in different business stages, to tackle complex issues and deliver sustainable value. We are helping SMEs create, improve, use strategic business tools to focus on scale-up priorities and growth strategies.

Position

Marketing Manager

Brief Job description

The position of marketing manager consists of determining how to outsmart the competitors and identifying channels for reaching potential customers in consideration of the firm's product line. The job role consists of developing pricing strategies with the goal of maximizing the firm's profits or market share while ensuring the firm's customers are satisfied. You will focus on developing a situation analysis to match to the Four C's for refocusing the firm's marketing efforts to lead prospects through to a path to purchase.

Tasks

- Compile lists describing product or service offerings;

- Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand;
- Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market the firm's products and services;
- Develop pricing strategies, balancing firm objectives and customer satisfaction;
- Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities;
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections;
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers;
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors;
- Initiate market research studies and analyze their findings;
- Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.

Qualifications and requirements

- A bachelor's degree in a related field or equivalent.
- Ability to give full attention to what other people are saying, and to use logic and reasoning to identify the strengths and weaknesses of alternative solutions;
- Ability to persuade others to change their minds or behavior, and to be aware of others' reactions and understanding why they react as they do.

Competencies (in order of importance)

- Dependability – Job requires being reliable, responsible, and dependable, and fulfilling obligations.
- Attention to Detail – Job requires being careful about detail and thorough in completing work tasks.
- Cooperation – Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude.
- Integrity – Job requires being honest and ethical.

- Leadership — Job requires a willingness to lead, take charge, and offer opinions and direction.

Lines of communication

- This is a senior-level role position in our management consulting firm.
- This position, within the hierarchy of the organization, works closely with the different business units Partners and the Principal Consultant
- This position reports directly to the Managing Partner and the Marketing Partner

Working conditions

Remote work

Please Note: This role requires in-person team meetings.

Remuneration/Job Rate

To be discussed at the interview.

Start Date:

Job starts between May 2023- July 2023 (TBC)