

Job Title: Marketing Manager

Reports To: Head of Digital

Location: Head Office (Pembrokeshire, Wales), Remote Working or Mixed

Salary: Competitive, depending upon experience

Who we are:

Genpower Ltd is the exclusive distributor of Hyundai Power Products for the UK and Irish marketplaces, alongside our own branded machinery ranges available to fulfil worldwide. Through years of exceptional growth in online marketplaces and wholesale the digital department has grown to ensure consistent growth and customer conversion via our website(s), and sales marketplaces. We are now expanding our in-house marketing function including paid media executives, content writers, designers (graphic and UX) and we are looking for a strategic marketing manager to join our growing business and help manage the marketing team.

Established since 2006, based in the exquisite Pembrokeshire Coast, Wales, we have grown exceptionally and are a leading supplier of quality power equipment such as garden machinery, generators, water pumps, light construction equipment, pressure washers and much more across our range of products available to an approved dealer (reseller) network and direct-to-consumer via our ecommerce channels.

The role:

Working within the fast paced ecommerce department, the marketing manager will be responsible for the day-to-day management of the marketing team, and compiling strategic, detailed marketing plans to aid growth across all routes to market.

Within the team you will be leading UX and graphic design, paid media, content writers and ecommerce assistants to ensure all of the team are operating to a high level.

You will be responsible for compiling and executing an omnichannel marketing plan, with clear defined KPIs and concise reporting of the effect and ROI driven from marketing.

Knowledge of the marketing industry, upcoming trends, and relevant areas such as web design, analytics, paid media, social media, affiliate marketing etc. are all vital to this role. Knowledge of marketplace advertising on platforms such as eBay and Amazon would also be beneficial. Driving lifetime customer value, increasing conversion rate optimisation and brand affinity and ultimately increasing sales revenue generated through marketing activity

Compiling relevant, coherent reporting to communicate effectively to the senior management team also falls within this remit.

Skills required:

- High attention to detail.
- Curiosity and desire to develop knowledge, skills and grow our business.
- Technically proficient and able to compile reports and analyse data.
- Keeping up to date with the marketplace, advertising platforms and new areas to grow our customer base.
- Mechanically minded, so you are able to think of target markets and routes to market

- Analyse our channels and paid advertising performance
- Be able to 'read data'
- Knowledge of the Google suite of products, including Google Ads, Search Console, Analytics, Data Studio...etc
- Knowledge of Microsoft / Bing Ads, Console, Clarity...etc
- Knowledge of Facebook Business Manager.
- AMS and/or Marketplace advertising knowledge beneficial.
- Be able to thrive with deadlines and work under pressure to a high standard.
- Plan effectively and execute contingency or 'Plan B's' when required.
- Knowledge of marketing theory, concepts, text ad copywriting and other marketing channels.
- Knowledge of marketing psychology.
- Knowledge and an understanding of customer personas and increasing LTV and repeat purchase behaviour.

For the right candidate, this role can be extremely rewarding and there is great potential to grow within the company. On top of the competitive basic and great location, following completion of probation we offer Perkbox, Private Healthcare and an increasing holiday allowance with service.

To apply, please send CV and cover letter outlining your suitability to:

laura.sanderson@genpower.co.uk

