

Marketing Content Manager

Company Background

Reactec is a privately owned SME with principal investors Archangels, an investment fund focussed on high growth technology businesses. Reactec is a progressive technology company with a mission to make workplaces safer places to be. Our philosophy - you cannot manage what you don't measure – but when you do, you can be a prevention engineer for workplace health and safety. This principle has guided us for over 20 years from our roots in Edinburgh University to now being a torch bearer for the role of workplace wearables and cloud-based data analytics in health and safety. We help forward thinking organisations switch from being mitigators of industrial workplace health risk to being preventers. Whether it's monitoring exposure to risks such as vibration, noise or dust or keeping workers safe from proximity to dangerous equipment our expanding eco-system is there to give employers unprecedented insight to their workers risks.

With a client base of over 900 including blue chip organisations such as Balfour Beatty, BAE, Network Rail and the NHS our progressive approach has moved beyond early adoption and is ready to grow rapidly as we continue to innovate and expand our offerings.

Reactec has initiated a major pivot of it's technology offering, is seeking to expand internationally and is looking for an individual who can make a major impact to the business with a can do attitude. The Marketing Content Manager will play an important role in helping Reactec grow from a UK centric Hand Arm Vibration specialist to an International Player with a flexible and progressive ecosystem of health risk sensors and data analytics.

The Role

The Marketing Content Manager will be responsible for working with a content specialist and the CEO to build the Reactec brand and effect lead-generation growth to fuel the sales team activities.

Responsibilities:

- Execute digital marketing activities developed by outsourced content specialist (social media and e-mail campaigns)
- Manage and report on lead generation performance
- Manage the Salesforce and Pardot databases, segmentation and GDPR compliant data protection preferences effectively in collaboration with sales

- Manage and optimise website content and SEO performance
- Manage outsourced PPC activity
- Generate and manage collateral for campaigns and for use by the sales team with the support of contracted graphic designer
- Contribute to PR reviews and activities
- Manage traditional marketing activities from advertising / print material
- Manage traditional marketing activities around exhibitions
- Manage and report on marketing spend

Competencies:

- Experience in the day-to-day use of email marketing tools.
- Use of social media in a B2B environment to build brand value
- Strong data interpretation and analysis skills
- Knowledge of managing data and audience segmentation
- Computer literate and able to use MS Office

Knowledge, Skills & Experience:

- Minimum of 2 years' experience in a Digital Marketing role
- Strong communication skills with the ability to build relationships and influence and negotiate with both internal and external business teams across diverse groups of individuals and interests
- Ability to work alone on own initiative as well as work effectively as part of a team
- Self-motivated, enthusiastic, well organised and energetic

Resources:

- Website
- Marketing budget
- Creative content specialist
- Outsourced web design
- Outsourced graphic designer

To apply for this role, please send a cover letter and CV to careers@reactec.com