

# 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 ecosystem is there to give employers an unprecedented insight into their worker's risks.

With a client base of over 1,000, 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 its 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 (HAV) 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 Product Manager to build the Reactec brand and effect lead-generation growth to fuel the sales team activities.

## Responsibilities:

- Effective lead generation growth
- Manage and report on lead generation performance
- Execute digital marketing activities (social media and e-mail campaigns)

- Manage the Salesforce CRM system and Pardot software, segmentation and UK GDPR compliant data protection preferences effectively in collaboration with sales
- Manage and optimise website content and SEO performance
- Manage 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 domestic and international exhibitions
- Manage and report on marketing spend
- Support international distribution partners in development of region-specific collateral

## Competencies:

- Experience in the day-to-day use of email marketing software
- 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:

- Marketing budget
- Creative content specialist
- Outsourced web developer support
- Outsourced graphic designer

## How to Apply:

To apply for the position of Marketing Content Manager, send your C.V. and covering letter to: [careers@reactec.com](mailto:careers@reactec.com)