

Pagabo Marketing Manager

Who is Pagabo

Pagabo is a privately-owned public sector procurement specialist. We help public sector organisations establish and manage EU compliant framework agreements, dynamic purchasing supply system(s) [DPS], and we provide tailored procurement consultancy services.

We are based in central Hull (Bowlalley Lane, HU1 1XR). We have a small and focused team, led by MCIPS qualified procurement professionals, and have a balanced public and private sector ethos that delivers strong results.

We have been in business for 6 years, are financially and cash strong. Our growth during 2018 has been controlled and progressive, and 2019 will see further expansion as demand for our services increases.

Check out our website – www.pagabo.co.uk for more details.

What you will get working for Pagabo

We want the best people to help us grow Pagabo.

Your starting salary will depend on your role and experience, but there are benefits that every member of staff receives at Pagabo.

- A competitive salary + a performance-based bonus
- A “Now” Pension (company supported)
- 26 days holiday + bank holidays [we include your birthday off!]
- Life insurance (to protect for you and your dependents)
- Tailored training & development
- A great working environment – smart casual dress-code, healthy refreshments, down-time facilities [pool table, video games etc. – come and take a look!] and regular social events
- Being part of an entrepreneurial team that challenges you and gives you fantastic career progression

About this role – “Marketing Manager”

This isn't just a job....we want someone who wants to build a long-term career with Pagabo; you will be part of the success of the business, and you will be treated and rewarded accordingly.

What we want you to do

- Help the senior management team design and deliver an effective marketing strategy to deliver the businesses growth aspirations; the strategy will encompass Pagabo's partner programmes, trade shows and industry events, digital plans and traditional activities. **[We will expect at least 50% of your time to be on implementation and execution].**
- Be our brand ambassador and help develop and maintain a strong identity that maintains the company's strong ethics in Social Value and a professional approach.
- Composing strong and thoughtful content campaigns and designing (and briefing) innovative creative campaigns with 3rd party agencies (PR, Creative etc.) and suppliers.
- Managing the company's social media channels and building effective communication to our 'audience'.
- Ensuring that the company is aware of modern marketing techniques and we are always aware of market and competitor trends.
- Ensure all activity is cost effective, while managing the agreed Marketing budget; be comfortable with compiling and delivering marketing reports that demonstrate 'progress to plan' and return on investment (ROI).
- Supervise a young and enthusiastic team, provide direction and mentoring and be part of their personal development.
- Be part of the company's management team and contribute proactively to the ongoing development of the company.

What we want you to be like

- A creative thinker, enterprising and entrepreneurial and can demonstrate originality
- Infectious personality with a 'glass-half-full' attitude.
- Confident and assertive (but not arrogant), and able to work independently and make decisions without the requirement for continuous supervision.
- Consistently professional appearance, attitude and approach.
- Ambitious and keen to build a career.

What skills, qualifications and talents we want you to have

- Have at least 4 years' experience in an active or senior Marketing Role; you may be a Marketing Manager today wanting a new career, or in a general role and ready for the next step.
- Experience of managing and delivering successful 3rd party events including trade shows and customer-focused roadshows.

- A strong understanding of current digital marketing concepts, and best practice with experience in SEO, PPC, email marketing and social media platforms.
- Degree or equivalent educated and good English, Maths and ICT knowledge and skills [GCSE level C or above]. Marketing qualifications would be advantageous but not essential as the right candidate will be offered training and development.
- Technical knowledge and understanding of IT systems, databases and supporting in a technical environment; investigating solution to issues and not afraid to take on 2nd or 3rd line support challenges.
- Able to use internal systems to record information and track performance [training provided on Pagabo's CRM]; we also use Microsoft Word, Excel and PowerPoint
- Great Interpersonal skills but able to make those tough 'telephone' calls [if needed] and able to articulate internally and externally verbally and via email and presentations.
- Documenting processes and procedures and presenting ideas to other team members.
- A commitment to deadlines and a desire to 'fly' the flag for the business.

Who you will report to

Reports to Chief Executive Officer.

Salary and benefits

This role will have a salary range of £28,000 to £32,000. A performance-related bonus scheme will be available which could deliver an OTE of between £34,000 to £38,000. All other benefits from working for Pagabo [see above] will apply.

What do you do if you are interested

Please submit your application and a full up to date CV by email to careers@pagabo.co.uk
Please include a contact telephone number and email address.