



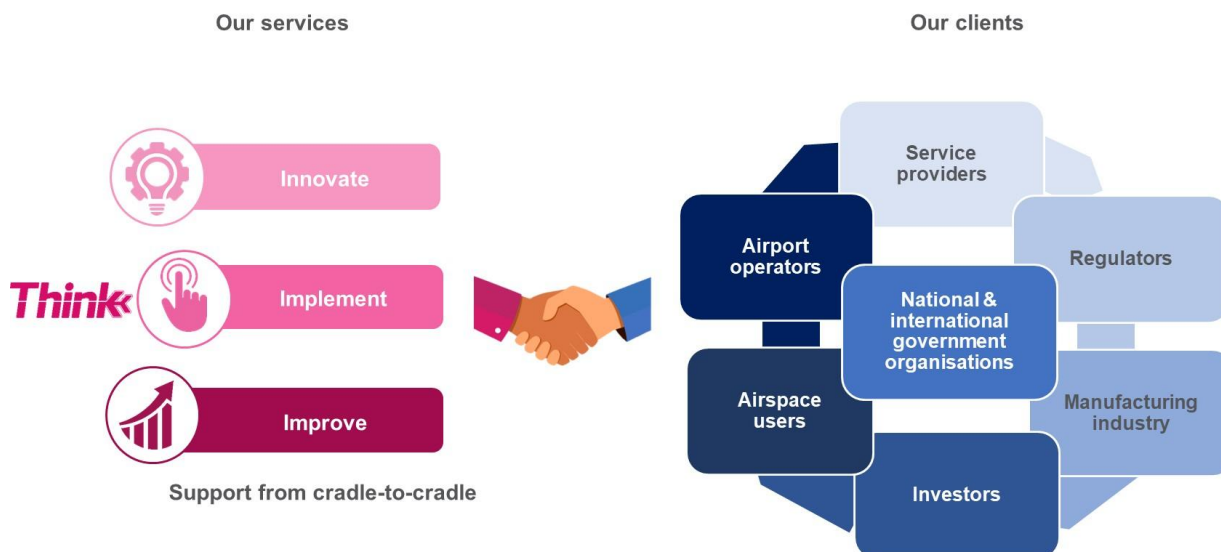
Think

Marketing Manager

Job Description

About Think Research

Think is an award-winning, global independent aviation consultancy providing expert advice on infrastructure, systems and operations



Our mission is to improve aviation performance through objective advice

Since its creation in 2004, Think has grown steadily to become one of the world's leading aviation consultancies. We are a truly global aviation consultancy having worked with 78 clients from 36 countries across six continents. Our headquarters are in Bournemouth, with a satellite office in Farnborough and a regional office in the Middle East. We are thought leaders contributing to the shaping and advancement of the aviation industry and have become one of the strongest and most recognised brands in aviation consultancy.

Marketing Manager job summary

The Marketing Manager at Think is expected to provide professional services marketing expertise within the company in order to help the company achieve its vision of 50% growth by 2030. They will bring a range of marketing skills into the company while being able to integrate with the wider team, working autonomously with all levels of staff within the company, and communicating our technical subject matter in an accessible way to both potential and existing customers. They will help staff at all levels of the company understand how to create, maintain and maximise relationships within our industry.

Key details:

Job Title: Marketing Manager

Location: Office based, Bournemouth

Expected hours: 0.6FTE, flexible hours

Salary: £35-40,000 full time equivalent

Key Roles and Responsibilities

As a Marketing Manager with Think, you will take on accountability for the following areas:

Branding:

- Maintaining and promoting the company's brand and identity.
- Ensuring consistency of messaging with the company brand and ethos.
- Ensuring the Think brand is well positioned, recognized and respected in their marketplace.

Sales and marketing:

- Own, develop and implement a marketing strategy which – as a minimum – includes relationship management and direct marketing.
- Support the company directors in delivering agreed activities.
- Maintain and update customer databases.
- Research and report on industry trends, media and competitor analysis.
- Undertake other administrative tasks relating to sales and marketing as required from time to time.

Events:

- Identify and manage trade shows and exhibitions.
- Attend and assist with industry events - both in the UK and abroad.
- Work with suppliers and trade show organisers to ensure the smooth running of any Think participation.
- Identify opportunities for client events such as company seminars, client hospitality events etc and organising the same, including keeping abreast of potential locations and proposed attendance.

Content:

- Owning and maintaining - and ensuring adherence to - company guidelines such as templates, style guide and tone of voice.
- Autonomously develop high quality marketing collateral, brochures, branded literature etc according to company guidelines for use both in print and online.
- Updating and maintaining content on the company website.
- Writing and promoting high quality content for online dissemination.
- Maintaining the company LinkedIn page and any other appropriate channels.
- Developing and maintaining the company's set of case study information for use in bids, marketing and capability demonstration.
- Coordinating content development from technical staff in the form of blogs, case studies and white papers.

Essential attributes and experience

- A background in B2B marketing is essential, with a strong preference for experience in marketing professional services.
- A broad range of generalist skills, rather than a narrow focus on any one aspect.
- Digital marketing skills (social media, SEO, google analytics etc) are not a key aspect of our ongoing marketing strategy.
- Experience in relationship marketing a key advantage.

- Ability to autonomously identify, set, direct and plan marketing activity in line with company growth objectives.
- Ability to proactively plan ahead to ensure marketing activities are timely and not reactive.
- Ability to take a strategic view, using initiative to identify marketing needs.
- Ability to motivate technical/consulting staff to regularly contribute to marketing activities.
- Ability to coordinate input from a range of staff across all levels of the company and prioritise accordingly.
- Ability to produce high quality written content in all appropriate formats and media.

Think



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