

## Job Description

Job title: Marketing Manager

Role type: Permanent (Full Time)

Responsible to: CEO

## About us

Reveal Media specialises in Body Worn Camera systems that capture evidence from a first-person perspective. This equipment has a proven and major impact on crime reduction, abuse against the wearer and the associated cost reductions.

We have become the most successful European company in this rapidly expanding market and have sold our equipment to the majority of Police Forces in the UK as well as many local authorities and private organisations. We are also achieving huge in-roads into other key markets such as Healthcare (NHS), Education and Retail, with our Calla brand. Reveal Media has also sold into over 40 countries and is rapidly expanding its international activities.

We are looking for an experienced Marketing Manager, with a persuasive track record of generating demand for B2B technology products/software solutions, ideally within the public sector. It's an exciting time to work for Reveal as we continue to lead the world in the development and application of Body Worn Video Technology.

## The Role

- To deliver a commercially successful marketing strategy for both the Reveal and Calla brands, working collaboratively with the marketing and sales teams; using marketing channels effectively.
- To develop and communicate clear, coherent and relevant marketing messages that position Reveal and its products as thought and market leaders respectively.
- To guide and share experience and where necessary mentor members of the marketing team to build skills across the team.

## Key Responsibilities

### **Marketing Management for assigned territories:**

- Work with relevant sales stakeholders to produce a marketing strategy for the region.
- Translate the marketing strategy into meaningful, measurable actions, working closely with sales.
- Generate leads from marketing programmes, which can be tracked and measured for ROI.
- Overall responsibility for any and all marketing activity, including events associated with assigned territories.

### **CRM Management:**

- Measure, manage, report and optimise all CRM activity.
- Identify gaps and develop new processes and procedures to ensure CRM best practice and alignment.
- Measure manage and optimise all marketing activity in CRM.
- Reporting and analysis of all marketing and CRM activity.

### **Content and Copy Management:**

- Develop an effective global content strategy and content roadmap aligned with short-term and long-term marketing goals.

- Write effective copy, adhering to editorial and respective channel guidelines, for a variety of use cases - e.g. white papers, blogs, website, case studies, award submissions, social media, email, newsletters.
- Work with in house and external resources to develop engaging content collateral.
- Oversee all content produced is on brand, proof read and channel ready.
- Manage content distribution to online channels and social media platforms.

**Generalist:**

- Analyse and report on marketing activities.
- Provide support for commercial operations - maintaining pricelists, products on CRM, quote templates etc.
- Support events and activities outside of assigned territories with inputs as per relevant experience.
- Project manage marketing projects internally and with external suppliers to ensure delivery to timelines.
- Collaborate with other members of marketing team, providing inputs and share experience to deliver winning outcomes.

## Required Skills and Experience

- 5+ year's professional experience.
- Demonstrable experience of establishing close working relationships with sales.
- Experience of marketing technology solutions - public sector experience would be ideal.
- Lead Generation.
- Branding.
- CRM, Marketing Automation and CMS systems such as Salesforce, Pardot, Expression Engine.
- Digital marketing and Search Engine Optimisation.
- Social Media Platforms.
- Event/Exhibition logistics.
- Ideally a Marketing/Business degree, and relevant professional qualification i.e CIM or equivalent.

## We Offer

- A competitive remuneration/benefits package.
- A chance to work with award winning, market leading products, in an exciting high-growth business, where your efforts will be rewarded.
- A fun and energetic environment.
- Great riverside location.

**If you have the relevant skills and experience for this role, please apply, including your salary expectations.**

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