



Job Specification

Position	Group Digital Marketing Lead Generation Specialist
Reporting to	Group Marketing Services Manager
The Company	<p>Brigade Electronics, established in 1976, is at the pinnacle of commercial vehicle and mobile plant safety. A founder and innovator of sensing and monitoring systems that have helped save countless lives across the globe for over forty years. Whilst our portfolio can be emulated, our commitment to vehicle safety, our reliable, trusted products and our dedicated team of experts, cannot. We invest in people as well as technology. Everyone in the Brigade family understands the life-changing significance of the products and service we provide and the importance of outstanding systems that work in the most demanding of situations. The Brigade Group organisation is based in the UK and has subsidiary companies in the USA, Canada, Germany, France, Italy, The Netherlands, and Poland, and selling in to over 80 countries world-wide via our National Distributor network.</p>
Purpose of Role	<p>This is a senior position within the Group Marketing team. With a global remit, you will be responsible for building a World-class lead generation capability to drive our ambitions to be the supplier of choice in our markets across the World.</p> <p>You will have global responsibility to drive change in B2B marketing for the Group and be responsible for all marketing acquisition, nurturing and retention activities. Your experience and knowledge in new digital marketing copy writing and communication techniques will be a critical factor in delivering compelling email and social media campaigns.</p> <p>This involves interrogating the CRM system in order to generate effective marketing campaigns and communications, both at a global and subsidiary level, ensuring all existing customers and new leads are categorised into relevant segmentation categories in order to build sustainable marketing lists and nurture the customer journey.</p> <p>Creation of automated email marketing campaigns to facilitate the lead nurturing process and build the marketing funnel</p>

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	Job Description - Creative Digital Marketing Manager/Specialist		
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<p>Key Responsibilities</p>	<ul style="list-style-type: none"> • Creation and curation of compelling content to engage prospects and customers at all stages of their journey • Planning, development and execution of compelling e-mail and social media campaigns • Building effective CRM segmentation by sector and customer type for effective targeting activities • Ongoing interrogation of the CRM platform to develop acquisition, nurturing and retention opportunities • Use automation techniques to build the customer journey • Supporting subsidiaries with local requirements • Work with the group marketing team in building campaign specific assets • Regular KPI dashboard reporting on lead generation and nurturing performance
<p>Person Specification</p>	<ul style="list-style-type: none"> • Digital marketing degree required • Previous experience in a digital marketing communication role required • Excellent copywriting skills required • Expert knowledge of email and social media marketing • In-depth knowledge of MS Dynamics • Proven success of email and social marketing campaigns • Analytics and using data to drive the marketing funnel • Planning and organisational skills • Proactive nature essential • Enthusiastic and go-getter attitude, driven. • Ability to work in a multicultural team with members from all around the globe. • Creative and innovative mindset.