



MEDIA SOLUTIONS LIMITED

Job Title: Marketing Manager

Job Code: 2432

Weekly Hours: 37.5

Yearly Salary: £46,500.00

### Job Summary:

ZF MEDIA SOLUTIONS LTD is a fast-growing digital marketing agency driven by a bold vision: to revolutionize the digital marketing landscape by providing personalized, impactful solutions that help businesses thrive in the ever-evolving digital world. We deliver bespoke campaigns, strategic content, and data-driven solutions that achieve measurable results for our diverse client base.

### Key Responsibilities:

1. Strategic Marketing Leadership
  - Develop and implement comprehensive marketing strategies aligned with company objectives and growth plans.
  - Oversee the execution of multi-channel campaigns, ensuring consistency in messaging and branding.
  - Monitor industry trends, competitor activities, and emerging technologies to maintain a market-leading position.
2. Brand Development and Positioning
  - Strengthen ZF MEDIA SOLUTIONS LTD's market presence through targeted branding initiatives.
  - Ensure all content and campaigns reflect the company's mission to deliver personalised, impactful solutions.
  - Maintain consistent brand identity across all platforms and client-facing materials.



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### 3. Campaign Management and ROI Analysis

- Lead the planning, delivery, and optimisation of digital, social media, influencer, and email marketing campaigns.
- Analyse campaign performance data, preparing reports with actionable insights for senior management.
- Manage marketing budgets to achieve maximum return on investment.

### 4. Team and Stakeholder Collaboration

- Coordinate with internal teams, including Digital Marketing Executives and the Senior Manager Operations.
- Manage relationships with external partners, agencies, and influencers to expand reach and impact.
- Provide leadership, mentoring, and professional development opportunities for junior team members.

### 5. Client Campaign Oversight

- Support the development and execution of innovative marketing solutions for key clients.
- Ensure campaigns are delivered on time, within budget, and in line with client objectives.
- Conduct post-campaign evaluations to inform future strategies.

## Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field (Master's preferred).
- Proven experience in a senior marketing role, ideally within the digital marketing or creative sector.
- Strong understanding of digital platforms, analytics tools, SEO/SEM, and content marketing.
- Exceptional leadership, communication, and interpersonal skills.
- Experience managing budgets and delivering measurable ROI.



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### **Personal Attributes:**

- Strategic thinker with a creative mindset.
- Detail-oriented and highly organised, capable of managing multiple projects simultaneously.
- Adaptable to fast-changing market conditions and able to make data-driven decisions quickly.
- Proactive, results-focused, and committed to professional excellence.

### **Benefits:**

- Competitive salary package.
- 37.5-hour work week with flexible arrangements where applicable.
- Opportunity to work with a forward-thinking company leading innovation in the digital marketing industry.
- Supportive, collaborative environment that fosters career growth.



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