

Job title	Senior Marketing Manager – Data Centres	Date August 2024
Reports to (title)		
Contract/Department		Revision
Location		

Job purpose

Describe the overall purpose of the job in two or three sentences.

As the Senior Marketing Manager, you will have the exciting opportunity to lead our marketing activity for our data centres sector. This is a sector in rapid growth as the demand for Data Centre continues at pace. You will lead all aspects of marketing aligned to the EMCOR UK brand and strategy. This includes the full marketing mix of content, campaigns, events and supporting the tender process.

Duties/responsibilities/accountabilities/deliverables

List the main aspects of the job, with an emphasis on duties and responsibilities for junior roles, and accountabilities and deliverables for more senior roles.

This role requires an experienced B2B marketer who is happy to self-start, an experienced stakeholder manager who is comfortable working within the Marketing team with a dotted line to the Data Centres Operations team. You should have the experience & impact to lead and create and deliver the marketing plan for our Data centres sector including:

- You will translate technical features into compelling customer benefits that can be used across marketing content. You will become the go-to expert on our target audience and their buying behaviour.
- You will collaborate with teams to design go-to-market strategies to support the sales pipeline, drive new contacts, and leads through to sales development.
- You will be confident in the delivery of MCLs and MQLs with experience of Account Based Marketing an advantage. and analyse marketing performance, driving data-driven growth and business optimisation.
- You will develop and execute sales plays, toolkits, and digital campaigns aligned to the needs of the data centre sector.
- You will support tender submissions as required to marry up customer needs with our Data Centre offer.
- You will build strong stakeholder and customer relationships, to test and validate marketing activity.

Job Description

- You will work with the marketing and communications team as well as agencies to develop website content, including CRM email content, and social media posts, which support the sector.
- Align all content and keeping this up to date with our strategy, brand guidelines and brand positioning.

Resource responsibilities

Indicate the typical number of direct reports, financial responsibility, control over subcontractors and any responsibility for assets, systems or outsourced services.

Person specification

Describe the knowledge, skills, qualifications, personality and experience required for the job.

Extensive B2B marketing experience, used to the B2B tender environment.

- Experience of Data centres, data & tech, Facilities Management would be an advantage.
- Experience of working in a matrix style across Marketing, Operations & Business Development
- Experience of using HubSpot CRM
- Ability to work across the business and brief and manage external agencies.
- Ability to balance & be resilient to multiple priorities and deliver programs and tactics in a fast-paced, deadline-oriented environment.
- Self-starter - driven and incredibly meticulous; strong client focus, excellent team player, exceptional interpersonal communication skills.

Other factors relevant to the job

Enter any additional information which the job holder would need to know, for example: requirement for UK-wide travel, shift patterns, night working, call outs etc.

Job Description

This role will be hybrid, based in Eastleigh or Surbiton along with home working. There will be a requirement for some UK travel.

Line Manager Signature	
Print Name	
Date	

Job Holder Signature	
Print Name	
Date	

<i>FOR HR USE ONLY:</i>					
<i>Job Grade</i>		<i>EMCOR Competency Level</i>		<i>Training Profile UTC</i>	