**Job Title: Marketing Manager**

**Location: Homebased with occasional travel**

**Salary: From £45,000 - £50,000 per annum + up to 18% pension+ other fantastic benefits**

**Hours: 40 per week**

***Are you an experienced Marketing Manager with demonstratable experience creating, implementing and executing marketing strategies?***

***Are you self driven, innovative and enjoy working in a fast- paced business who is going through growth?***

***Are you looking to join one of UK’s fastest growing Wellbeing providers who put their employees and customers in the heart of everything we do?***

***If you have answered ‘Yes’, this is the perfect role for you!***

**Role Overview**

An exciting opportunity has arisen for the position of a Marketing Manager at PAM Wellbeing. This is a critical role who be perfect for a self drive individual, who is a creative marketer with a strong background in creating and implementing marketing strategies specific to client engagement and new business initiatives.

This a fantastic opportunity where the successfully appointed candidate will have the opportunity to shape the function and develop with the business as we achieve our ambitious growth plans.

**Roles and Responsibilities**

* Manage a small marketing team
* Create an overall marketing plan for the business and brand
* Responsible for all client facing materials, brochures, and sales pdfs
* Create a strong, inspiring and long-term digital plan that ensures growth and profitable returns
* Manage the website and online experience, including content updates and optimisation of traffic
* Deliver SEO improvements
* Plan and execute Google Ad campaigns to support lead generation
* Post content and manage communities across various social media channels
* Measure, evaluate and provide reporting on all digital marketing initiatives
* Manage our online website
* Build our Social presence

**About You**

* Ideally you will need 5+ years’ experience as a marketing manager and looking for the next step
* Industry experience is not necessary but would be an advantage
* Managing as team (we anticipate the marking team to grow and leadership qualities will be advantageous)
* Strong understanding of digital marketing and automation
* You must be used to and enjoy working in a fast paced and robust environment

**Benefits**

* Auto-enrolment pension contribution
* You will have a life insurance scheme valued at 4 x your annual
* 33 days annual leave including bank holidays
* Health Cash Plan Scheme, which covers you for things like Opticians, Dental Treatment and even Physio if needed!
* Flexible Working Hours
* Access to a 24/7 EAP Counselling line and a 24/7 GP line
* Amazing discounts on things like food and drink, retail, and days out, all through our rewards scheme.
* We’ll also pay for your professional registration fees and support you with your revalidation and CPD.
* Funding support with Training and Development

**About Us**

PAM Wellbeing was born out of a need to support our customers and their employees from a holistic health and wellbeing perspective in 2009, expanding on the physical health and rehabilitation services that our occupational health sister company has expertly provided since 2004. Our suite of mental health, psychological and wellbeing solutions enables organisations the option to engage with a strategic wellbeing partner to support their employee's whole health and wellbeing needs, and for their employees to benefit from the multidisciplinary expertise of our extensive team.

**Our values**

* Giving clients the reason to choose us to provide their services​​​
* Providing the highest levels of service to every client every day​​​
* To always give clients value for money​​​
* To be the best we can be every day​

**Our vision**

* To be the UK's go-to company for proactive and reactive mental health solutions

**Our mission**

* To help organisations and their people thrive, by providing proactive and reactive mental health solutions. To restore the mental health of our nation

**Apply Today by sending your CV using the apply button!**

**Alternatively if you would like a confidential and informal discussion regarding the vacancy please email** [**jo.simpson@pamgroup.co.uk**](mailto:jo.simpson@pamgroup.co.uk)