

**Job Title:**

Marketing Manager / Marketing Growth Manager

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**Main Purpose of Job:**

We're seeking a passionate Marketing Manager to play a pivotal role in leading the development of brand and category awareness for an emerging vertical. You'll have the opportunity to develop and execute strategic marketing campaigns, across both B2C & B2B channels.

You'll be delivering across multiple channels: crafting engaging content for organic social media, PR and SEO, overseeing paid advertising campaigns while exploring email marketing, or marketing automation opportunities.

A passion for lifelong learning and a drive to push boundaries are essential, as your role will evolve alongside our growing business.

**Responsible to:**

COO

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**Main Tasks of Job:**

- Stewardship of B2B & B2C brands across the organisation.
  - Create and deliver a marketing strategy to achieve company targets.
  - Manage all marketing channels, working closely with agencies for PR & Digital.
  - Work with our Head of Finance to maintain and monitor ROI metrics.
  - Be responsible for delivery of quarterly marketing initiatives ('Rocks').
  - Management of agencies to deliver priorities.
  - Stay up to date with competitor activity and digital technology developments.
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**Experience**

- 3+ years of experience in B2C and/or B2B marketing roles.

- Proven ability to develop and execute successful marketing campaigns across multiple channels.
  - Strong understanding of marketing attribution and ability to measure campaign performance.
  - Experience of writing copy for SEO, Social, PR across B2B and/or B2C.
  - Experience working in a fast-paced, results-oriented environment.
  - Experience using Hubspot or another CMS
  - Experience working in a regulated industry is desirable.
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## **About Wagonex**

Based in Cardiff and founded in 2016, Wagonex is a leader in the UK's fast-growing vehicle subscription market, giving consumers direct access to vehicle subscriptions of all shapes, sizes, and lengths.

It specialises in building, launching, and growing vehicle subscription platforms for vehicle manufacturers and retailers. Wagonex has a strong track record in the industry and already works with many big-name partners such as Renault Trucks, Leaseplan, Kinto and mycardirect.

Developed over six years, Wagonex's advanced technology gives partners a quick route into vehicle subscriptions, offering greater flexibility and an enhanced digital experience to a new generation of tech-savvy customers.

With Wagonex, offering vehicle subscription could not be easier, with everything from marketing to insurance, customer verification, and vehicle delivery coming together in one seamless digital package enabling partners to monetise inventory and drive innovation.

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## **Benefits**

- 25 days Annual Leave + Bank Holidays
- Buy & Sell up to 5 days Annual Leave
- Birthday day off
- Paid Sick Leave (up to 5 Days per Year)
- Hybrid working - Head Office in Central Cardiff

- Opportunities for professional development and growth
  - Company Share Options
  - Salary Sacrifice Pension Scheme
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### **To Apply**

Please register your interest [here](#).

We look forward to hearing from you.