



About TBI:

TBI was founded in 2004, and since then has risen to become the premier independent marketing agency specialising in strategic consultancy and marketing services for publishing, and related organisations.

We work with organisations all over the world, from independent societies through to large, global publishers, technology providers, associations and libraries.

We provide our clients with a unique end-to-end service from strategic consultation through to delivery of marketing and PR campaigns. Our work includes:

- Branding projects - developing the brand platform and message development.
- Marketing strategy - these projects have involved a full marketing audit, identifying opportunities and development priorities and developing a comprehensive marketing strategy with detailed project plans for delivery of the campaigns.
- Marketing campaigns - from web-based initiatives to high visibility conference presence and public relations campaigns.
- Market research projects, which range from survey distribution and analysis through to interviews, focus groups, user observation, and development of whitepapers.

We are a small international team based in offices in Wheatley, Oxford (currently 5 in the UK office) with additional team members based in the US and France.

This role will suit an experienced marketer (ideally experience gained within publishing), who is looking to grow in a small but ambitious marketing agency. Working in an agency, you will have the opportunity to manage a variety of exciting projects from domestic and global client accounts.

The role will report into our Senior Manager, Client Services.

Job Profile:

Marketing Manager

Core tasks:

In conjunction with senior staff and Directors, you will be supporting and managing the day-to-day implementation of marketing strategies and campaigns on behalf of clients. Tasks will include, but will not be limited to:

- Client liaison and project management

- Communications and public relations
- Budget management
- Campaign development and management
- Sales support and collateral development
- Monitoring and reporting
- Market research and analysis
- Event planning
- Liaison with TBI partners and suppliers

Required skills and experience:

- Proven success in previous marketing roles, preferably in publishing sector
- Firm understanding of marketing disciplines
- Firm understanding and experience of the marketing mix (both print and digital)
- Excellent organisation, planning and time-management
- Confidence and self-motivation
- Excellent verbal and written English and attention to detail
- Creative, with strong communication skills

This permanent role is suitable for an ambitious and creative marketer looking to progress in their career and develop already established marketing skills. The successful candidate will be working 2 days a week on one particular account, which will include 1 -2 days travel every 2 months to Paris.

The role will be based in our Oxfordshire office; some national and European travel will be required. The working hours are 37.5, though some evening or weekend work may be required from time to time. TBI Communications offers a pension scheme and the holiday entitlement is 25 days per annum.

Competitive salary.

Closing date: Monday 13th March 2017