



THE SASH
WINDOW
WORKSHOP

Job Specification

Job Title:	Marketing Manager – Maternity Cover
Job Type:	Initial 15-month Contract; Part-time/flexible hours may be considered for the right candidate. Immediate start if available.
Salary:	£50,000 - £55,000 <i>per annum</i> , or equivalent <i>pro rata</i>
Reports to:	Finance Director

Company Overview

The Sash Window Workshop is a leading UK-based company specialising in the manufacturing, installation, and restoration of traditional timber windows and doors. Respecting the artistry of traditional craft whilst adopting cutting edge technologies, we pride ourselves on our commitment to quality craftsmanship and exceptional customer service.

Key Attributes

- **Team Player:** Willing to work collaboratively with colleagues across the business and external partners to achieve company goals.
- **Proactive:** A self-starter who takes initiative to identify and resolve issues.
- **Deadline driven:** Able to meet deadlines and to influence others to meet same deadlines.
- **Strong analytical and problem-solving skills.**
- **Positive Attitude:** A friendly and professional demeanour, with a commitment to delivering high-quality service.

Role Overview

An opportunity has arisen for a Marketing Manager to join us for an initial 15-month contract at what is an exciting time for the business, which has plans to launch a rebrand and implement a new marketing strategy during that time.

The Marketing Manager will play an instrumental role in managing the success of both projects as well as establishing a strong foundation in the running of day-to-day activities for the Company's marketing function to flourish in the future.

This position requires a proactive individual with excellent administrative and communication skills, who can effectively manage multiple tasks and deadlines. They need to have experience of managing Marketing/Branding projects in the past and have the ability to coordinate different stakeholders both internally and externally.

Key Responsibilities

Marketing Strategy:

- Playing a lead role in developing and rolling out Marketing strategies for both Residential and Commercial segments of the business. Working closely with internal & external partners to ensure the strategies that are rolled out align with Brand goals and values.
- Build relations with Administration and Sales teams to ensure core business activities are carried out and that key information is shared between relevant departments that can shape effective business development.

Branding:

- Be the lead project head on the rollout of the company's new branding which has recently been selected, being responsible for working closely with the Branding consultants to ensure a successful and timely rollout takes place.



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- Work with external service providers such as Web Developers, Brochure/Signage printers, photographers, PR etc. to ensure they execute their elements accurately, on time and in line with the new brand guidelines.
- Work with Branding consultants to establish and implement an internal communications rollout plan and to ensure all new copywriting is in line with the new brand guidelines.

Marketing Department Activities:

- Responsible for the smooth and effective day-to-day running of the company's Marketing department, including but not limited to,
 - reviewing the website performance,
 - drafting and sending emails,
 - Online advertising including Social Media channels, SEO, reporting etc.
 - Offline Marketing (magazine copy & artwork; Tube; Leaflets)
 - Imagery including photography, video.
 - Maintaining company affiliations, e.g. Which Trusted Trader.
 - Reporting, e.g. Leads Analysis
- Effectively manage the marketing activities undertaken by the company, ensuring that they are carried out accurately and on budget.
- Manage relations with external service providers, reviewing contract terms where necessary and, where appropriate, driving improvements in service and/or efficiencies.
- Any other tasks that may arise as deemed required by your line manager.

Skills & Qualifications

- **Marketing:** The candidate should be able to demonstrate the ability to have run, or had a leading role within, a marketing function.
- **Branding:** Previous experience of rolling out a branding project is desirable but not necessarily required as long as the candidate can demonstrate alternative experience of managing projects.
- **Communication Skills:** Excellent verbal and written communication skills, with the ability to build rapport with third-party partners and colleagues.
- **Attention to Detail:** Strong attention to detail, ensuring all paperwork and documentation is accurate and complete.
- **Time Management:** Ability to manage multiple tasks and deadlines efficiently, with strong organizational skills.
- **IT Proficiency:** Advanced in Microsoft Office (Word, Excel, Outlook) and experience with CRM systems.

Benefits

- Competitive salary and benefits package.
- Opportunity to work with a leading company in the industry.
- Supportive team environment with opportunities for professional development.

To Apply

Interested candidates should submit their CV and a cover letter detailing their relevant experience and explaining why they are the ideal candidate for this role including details about any marketing projects that they have rolled out.

Applications should be sent to recruitment@sashwindow.com by Friday 4th April 2025.

The Sash Window Workshop is an equal opportunity employer and welcomes applications from all qualified individuals.