

North Technology Group

# We are hiring!

Senior Marketing  
Manager



# North Technology Group



Part of the North Technology Group, our group of brands Southern Spars, Hall Spars, Future Fibres and RigPro are looking for a Senior Marketing Manager or Marketing Manager (depending on experience) to reinforce our team. This is a significant and exciting opportunity to join one of the most high-performance and exclusive group of brands in the yachting industry.

We are looking for an enthusiastic and well organised all-rounder of a marketer, someone who is a real implementer and capable of working independently to execute our plans and manage the various stakeholders along the journey. The day to day will be hugely varied and there will be plenty of opportunities to travel to our various bases and of course boat shows and client events.

## You'll love this job if

You're as comfortable at organising events as you are setting out social media plans, writing press releases, or as you are briefing photographers and videographers to capture perfect content.

You can deliver strategic marketing plans formed in consumer and business insights.

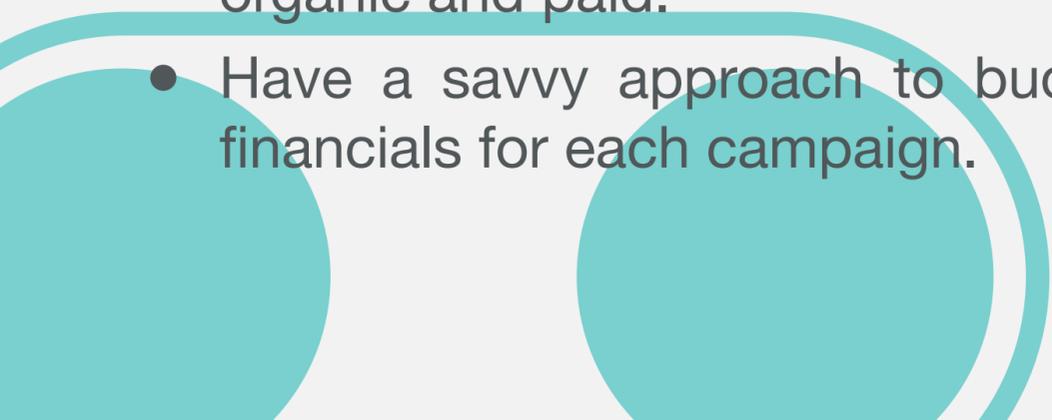
You can help lead the organisation alongside internal and external stakeholders to deliver brilliant campaigns.

You can influence your peers and senior management to engage and support your ideas.

You are happy dealing with teams based all over the world.

You have an interest in the marine industry but particularly high-performance sailing and superyachts.

# Key Responsibilities

- Working directly with the Group Head of Marketing to help turn visions into reality.
  - Help in executing each brand's yearly marketing strategy by understanding the objectives and turning them into meaningful marketing plans targeted at each key audience segments for each company.
  - Own their implementation from ideation to execution.
  - Create materials, for example, social media content, product content, blogs, press releases, new build and service presentations and brochures working closely with the sales teams and our in house graphic designer to execute the strategies to win new customers.
  - Using our CRM platform, create targeted communications to existing customers and contacts
  - Engage with and develop relationships with the teams, race circuits and events for whom we are the exclusive supplier or sponsor, to deliver maximum profile of our involvement.
  - Liaise regularly with our brand ambassadors and other industry contacts to acquire unique and insightful content at regattas and events.
  - Craft briefs and assist in managing internal and external creative teams as well as freelance photographers and videographers.
  - Liaise directly with specialist press in our various industry sectors.
  - Organise the Group's attendance at the major boat and marine shows.
  - Organise other events such as private client events, customer clinics and corporate hospitality.
  - Run the Group's various social media accounts coming up with cohesive plans around the various regattas, events, and target audiences both organic and paid.
  - Have a savvy approach to budgeting and maintaining control of the financials for each campaign.
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# Position Description

**Position Title:**

Senior Marketing Manager

**Type of contract:**

Full-time

**Location:**

Europe, preferably close to one of our offices; Fareham UK or Guernsey, Channel Islands or Palma, Mallorca or Valencia, Spain.

**Reporting to:**

Group Head of Marketing

**Key Working Relationships:**

**Internal:** Sales teams, project managers, design and engineering teams, finance, other North Technology Group entities (e.g. North Sails, North Sails Apparel, North Kiteboarding etc)

**External:** Specialist press, industry influencers, sailing teams, naval architects and designers, owner representatives, owners, event organizers, various agencies.

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## Interested? Contact us!

To apply please send us a cover letter, outlining why this opportunity excites you and what skills you will bring to strengthen our team, alongside your CV to [\*\*james.read@southernspars.com\*\*](mailto:james.read@southernspars.com)

