



ETI Job Description

Job title	Marketing Manager
Responsible to	Managing Director
Responsible for	Marketing team

About ETI

Electronic Temperature Instruments (ETI) Ltd, was launched in 1983 and is a UK award-winning manufacturer renowned for its precision digital thermometers and temperature-related instruments. With a focus on accuracy and innovation, ETI caters to various industries such as food service and facilities management, offering reliable solutions for temperature measurement needs.

Marketing Mission Statement

To create strong brand awareness and an outstanding image of the thermometers we manufacture for both commercial and consumer markets through literature, websites, display and digital advertising and cross-channel communications.

- Maintain and optimise the ETI and Thermapen® websites and blogs to ensure a strong online presence. Develop and implement a comprehensive strategy aimed at boosting web-based sales.
- Liaise and work closely with Sales Teams to understand Markets and Key Areas for growth.
- Enhance the company's image and branding by implementing packaging upgrades.
- Redesign ETI catalogues and literature annually for effective marketing.
- Elevate customer engagement on both commercial and consumer fronts through relevant social media platforms.
- Drive consumer sales through the development and execution of seasonal campaigns (e.g., BBQ & Christmas) across various channels, including the Thermapen blog and social media platforms.
- Increase brand awareness and raise the profile of Thermapen by collaborating with selected influencers Collaborate with an external consumer PR agency to increase brand awareness and elevate the Thermapen profile.
- Collaborate with an external commercial PR agency to heighten company visibility and enhance brand awareness within the industry, specifically for ETI products.
- Engage the services of an external Digital Marketing agency to manage Google and Microsoft Ads for both ETI and Thermapen websites while managing Meta and Amazon Ads.

About the role

To manage the department and develop and introduce marketing strategies to improve current business, identify new market opportunities and ensure the effective development and promotion of the company and its products.

Main interactions

- Internally – Sales, Purchasing, QA
- Externally – Digital Marketing, PR Agencies, Printers, etc



Key Responsibilities

- Lead, develop and execute comprehensive B2B marketing strategies aligned with overall business objectives.
- Lead and motivate a team of diverse marketing professionals to embrace change and encourage collaboration with other departments throughout the business.
- Collaborate effectively with the sales team to foster a supportive environment, ensuring alignment towards shared objectives.
- Conduct thorough market research to identify target audiences, analyse industry trends and evaluate competitors.
- Plan, execute and manage a variety of marketing campaigns including email marketing, content marketing, social media and digital advertising.
- Oversee the creation of high-quality marketing content.
- Contribute to the implementation of the company strategy through the development of the brand/image team.
- Manage the marketing budget and allocate funds effectively to maximize ROI.
- Track and analyse marketing performance metrics to measure success and identify areas for improvement.
- Build and maintain strong relationships with external partners, such as agencies and vendors.
- Maintain a good working knowledge of Graphic Design and photography, to be able to provide an internal source of expertise and to monitor the quality of print work carried out by external suppliers.
- As part of the management team, advise the company on the development of new initiatives and the promotion and marketing of products to ensure the achievement of the company's business plan and objectives.
- Advise managers and staff on the design, presentation, and cost-effectiveness of the company's print requirements.
- Proofread publications to ensure accuracy of design and layout meet corporate standards.
- Ensure that company and statutory Health and Safety requirements are optimally interpreted and effectively and positively managed.

Knowledge and experience

- Leading successful commercial marketing campaigns, including planning delivery and evaluation.
- Extensive experience and understanding of B2B and B2C marketing principles and best practice.
- Creating engaging and targeted communication campaigns for specific groups.
- Leading on multiple projects simultaneously, often with competing deadlines.
- Segmenting insights data into trends, attitudes and behaviours to drive engagement.
- Leading, motivating and managing a multi-disciplined team to achieve excellent results.
- Degree in a relevant field or related qualification, or extensive proven experience.
- Experience of working with marketing platforms such as Semrush, Mailchimp, Google Analytics, etc
- Experience of paid media and social media management

Key skills

- Business and financial acumen
- Outstanding written and verbal communication skills
- Creating and maintaining strong stakeholder relationships
- Proficiency in digital marketing techniques such as SEM, SEO, CRM, etc.
- Good analytical and problem-solving skills
- Excellent organisational and project management skills
- Ability to engage with a wide range of people both through face-to-face interaction and different media channels
- Confident user of Microsoft Office applications, Google Analytics, Adobe and other relevant software packages, eg InDesign, Photoshop, etc



Management Responsibilities

- Responsible for the recruitment, induction, and ongoing training of all team members, in close liaison with the HR Department.
- Conduct team members' formal appraisals and informal one-to-one discussions, in line with company procedures.
- Responsible for departmental budget income and expenditure.
- Devise and deliver Annual Operational Plans for the team.
- Ensure any HR issues relating to staff members are dealt with promptly and reported to the HR department – seeking guidance when appropriate.
- Be an active member of the Management team and provide constructive input into activities that fall outside the role's remit.
- Be a leader and positive role model to staff and visitors on site.

Other Responsibilities

- Undertake all duties in accordance with ETI policies.
- Attend all training when required in order to adhere to mandatory regulations, legislation, and best practice.
- Promote the company positively at all times.
- Adhere to all aspects of confidentiality and Data Protection to ensure compliance with the law.
- The post holder will be required to undertake such other duties as may be required, therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.
- The organisation reserves the right to update or amend the job description, from time to time, to reflect changes to the role. The post holder will be consulted about any proposed changes.

I confirm that I have read, understood, and accept the duties detailed in this Job Description.

Name	
Signature	
Date	