

## About MPG

- **MPG (trading name of Marketing Pro Limited) is a founder-led, fast-growing specialist marketing consultancy and full-service agency focused on delivering marketing strategies, operations, campaigns, and training for community-focused B2B brands, media owners, event organisers and professional membership bodies.**
- We serve a global client base, with a focus on the UK and the USA. Our clients operate globally in terms of the markets they serve, so the marketing we do for them is international, and Team MPG delivers marketing services that enable our clients to engage with and grow their customer-base world-wide.
- Our culture centres on teamwork, ownership and transparency - when working with our clients, partners and colleagues internally. We organise regular social events and dedicated well-being initiatives. MPG is a high performance, fast-paced, dynamic and vibrant team.
- We have a hybrid working model, with approximately 70% of work done remotely/from home and 30% of work done in-person with colleagues and clients. Team MPG spends at least one day dedicated to working together as a team in [Contingent Works in the Bromley Borough of London \(BR1 1LW\)](#).
- We believe it is important to be a responsible business, so diversity, inclusion and sustainability are a core part of our culture. Please read more about our team's corporate social responsibility work on our website here: <https://www.mpg.biz/about-us/responsible-business/>

## Team MPG – learning and growing together

One of MPG's core strengths is the **ongoing training and development** of our people. We value and build on relevant experience that we gain daily from a variety of projects. We also love to find and 'hothouse' new talent - so if you do not yet have much relevant experience, or your studies have not covered the areas outlined below, but you believe you are able to do this job well - **please do apply!**

As we focus on a diverse range of B2B marketing projects, candidates must have the ability and drive to **succeed under pressure**, be **results-focused**, be agile and flexible and enjoy working in a **fast-paced environment** across multiple projects.

### **We find that people with the following traits are a great fit for Team MPG:**

- You can work in an agile, flexible way, but you are also good at understanding and following the processes essential for an efficient, quality focused and integrated business.
- You work well autonomously and as part of a team - taking ownership of outcomes and results.
- You are a good communicator – in the written and spoken word.
- You know that feeling and displaying empathy when dealing with any stakeholder, internally or externally, at any level, is very important.
- You are a proactive person who thinks ahead and plans well.
- You are as strong on execution as you are in planning.
- You have excellent attention to detail.
- You are organised and systematic in how you work.
- You can solve problems with analytical and creative thinking.
- You thrive in and embrace an environment that encourages lifelong learning which is both self-directed and supported by structured training programmes.

## About the Marketing Manager role

This role is focused on marcomms planning, campaign management and execution to deliver B2B marketing. You will work with a range of MPG's clients on a variety of projects globally – delivering community marketing, event marketing, subscription marketing and membership marketing. We will also ask you to contribute to MPG's own marketing efforts.

### A Marketing Manager at MPG will be responsible for the following:

1. Working with senior marketing strategists and marketing operations specialists to create marketing strategies for MPG and our clients.
2. Creating messaging strategies, writing copy, and creating content for websites, email campaigns, brochures/prospectuses etc.
3. Planning and project managing multi-channel marketing campaigns, working with other MPG team members to deliver high performance tactics and activity across email, social media, PPC (pay-per-click), media partnerships, marketing automation, etc.
4. Reviewing and interpreting weekly marketing performance reports; providing insights based on results each week and making recommendations on what the priorities should be for the following week.
5. Directly communicating with clients – providing visibility of results and campaign progress as well nurturing and managing client relationships.
6. Creating community-led marketing strategies for our clients to enable business growth.
7. Providing support for MPG's brand marketing and MPG Academy where needed, including marketing of MPG Academy products, customer communications and training material preparation.
8. Other tasks and duties as required by your line manager and/or the business.

### Experience or skills required:

- Creating, delivering, and measuring the impact of multi-channel, B2B marketing campaigns
- Messaging, copywriting and using simple design tools (e.g., Canva) to create compelling graphics and marketing copy in line with brand guidelines.
- Content marketing: content ideation, creation, packaging, distribution, and amplification.
- Social media: planning and hands-on execution – especially on LinkedIn, Twitter, and Facebook, with experience working with other social channels also being an advantage.
- PPC: a good understanding of digital/pay-per-click (PPC) advertising across Google and social channels, although 'hands on' PPC campaign set up and technical expertise is not essential.
- *Experience in developing brand strategies & visual branding with a designer would be an advantage.*
- *Experience of working within a marketing agency, communicating with clients and other stakeholders, would be an advantage.*
- *A marketing qualification is not required but would be an advantage.*

<b>Office hours:</b>	We usually work 09h00 – 17h30 GMT/BST. We also offer flexitime around start and finish times, as well as extended lunch breaks (so you can get to the gym or go for a walk, or just have a longer lunch).
<b>Start date:</b>	Flexible. Finding exactly the right person for the job is the most important aspect of recruitment for us, so we don't fixate on a specific start date, but 'as soon as possible' is usually our request!
<b>Salary:</b>	Information supplied upon application and outcomes of the interview process. What we offer depends on the mix of experience, skills, qualifications, and learning/growth potential you can bring to Team MPG.

**How to apply:** see <https://www.mpg.biz/about-us/careers/>

## What our team members say about working at MPG:



**ALICIA DREW**

MPG has given me opportunities I simply would not have found elsewhere. Very soon after I joined, I was given ownership of my own marketing projects and I have been able to choose the direction I wanted my career to take. At MPG, every individual is made to feel like they are playing an important role in building the future of the business.



**SHARISE WILKINSON**

I joined MPG after 17 years of working in B2B marketing and even with so much client-side experience I still learn something new every day as part of Team MPG! There is a real 'learning' culture here – we're encouraged to always know and apply the latest marketing best practices - and it shows.



**MOLLY THIRD**

Working at MPG has given me invaluable marketing knowledge and skills. It has helped me progress in the world of B2B marketing, shaping my development around my interests and strengths. Everyone in Team MPG is passionate and determined to provide a best-in-class service to our clients which inspires me every day.



**THOMAS ROE**

MPG has been a fantastic step in my marketing career - the warmth of the workplace environment, ethos of training and ongoing progression has made me feel that I'm constantly appreciated, and always moving forward.



**LUCY PEPPERCORN**

MPG is a company that thrives on a 'one team' approach. Every member of the team is valued and respected for the contribution they make to projects, All colleagues are supported in developing their own career paths by the team, forging great relationships, in and 'away' from the office!



**MY LE**

MPG is an ambitious and dynamic company where continuous learning and development is always put front of mind. At MPG I am always learning and growing - as a marketer and as a person. Individuality and teamwork blends perfectly together here



**ADELIA GABRIEL LEI**

MPG has given me opportunities to discover and develop my skills in various areas of marketing and provided me with great responsibility from the very beginning. MPG invests a lot in its people in terms of training, and well-being – providing a great place to build a marketing career.



**DOMINIC BIRD**

MPG is a highly professional, dynamic and inclusive team. I have been encouraged and supported to excel in the areas of marketing I find most exciting. If you are motivated to succeed as part of a dedicated, hard-working and fun team, you'll fit right in!.