

# Digital Marketing Manager

## About Lightfoot

Lightfoot is an award-winning, government-backed clean technology engineering company that is helping to make roads safer, the environment cleaner and business vehicles less expensive to run.

Backed by Innovate UK, Lightfoot rewards better drivers with a platform that monetises good driving.

A 'Fitbit for cars and vans', Lightfoot is pioneering a new standard for measuring efficient driving. Lightfoot's technology has been developed in partnership with the Institute of Advanced Motorists and leading driver-behavior experts at Bath University. Using advanced, real-time engine analytics, that measures different factors such as load and road gradients, it provides live, in-cab coaching to help drivers improve efficiency and safety.

## Job outline

As part of our extremely rapid growth, Lightfoot is looking for an ambitious and experienced B2B marketing professional to take ownership of our Marketing (Demand Generation) Strategy, Budget, Forecast and Performance KPIs.

The successful candidate will report into our Head of Growth and become a vital part of the Growth Team, a fast-growing, high-performing and collaborative team.

## Roles and responsibilities include (but are not limited to):

- Owning the relationships and performance of our external agency partnerships, currently stands at one Digital Marketing Agency and Two PR Agencies.
- Leading and Managing the existing Marketing Team consisting of a Lead Designer and Videographer. There may be scope to hire new members to this team as Lightfoot expands into new territories and markets.
- Oversee and execute Digital Marketing Performance delivering Monthly KPIs and Targets.
- Manage internal performance reporting and improvements, including the Monthly Marketing Board Report.
- Oversee all copywriting requirements - to include advertising, PR, video copy, social media, email marketing, brochures, product explainers etc.
- Oversee and execute all internal and external marketing campaigns such as new product launches and customer upsell / cross sell campaigns.
- Liaise with the sales and account management teams to ensure their needs are met.
- Coordinating, managing and exploiting our presence at relevant trade events, from PR to the development of promotional materials to stand design etc.
- Being a positive, energetic and enthusiastic member of the wider marketing team and giving input as required to other areas of the business.
- Other general marketing activity as required.

## Qualifications, skills and experience

- 5+ years' experience in B2B marketing is **essential**
- Experience of managing external Digital Marketing Agencies is **essential**
- Experience of managing external PR Agencies is **essential**
- Experience of New Product and Feature Launches, ideally in SaaS is **essential**
- Strong commercial instincts are **essential**
- Outstanding organisational skills are **essential**
- The ability to multitask and deliver under pressure is **essential**
- Excellent attention to detail and accuracy are **essential**
- The ability to write persuasive copy that is grammatically correct (often to tight deadlines) is **essential**
- Any relevant qualifications in Marketing would be **beneficial**
- Experience of the fleet industry would be **beneficial**

## Personal characteristics

- Driven and enthusiastic
- Good leadership qualities
- Personable and social
- Ability to deliver results with minimal oversight
- Honest, credible and trustworthy
- Self-motivated and highly organised
- Attentive to detail
- Comfortable working in fast-paced environment

## Salary & Benefits

- £40,000 - £45,000 depending on experience
- Hybrid working
- Participation in employee bonus scheme
- 24 days leave entitlement plus Bank Holidays (pro rata) plus your birthday off
- Health and dental support
- Your own Lightfoot and associated benefits

## Location

We are currently based just south of Exeter near Chudleigh on the A38. We will consider remote candidates for this role.

## How to apply

If you think this job is for you then why not email us at [work@lightfoot.co.uk](mailto:work@lightfoot.co.uk), briefly summarising why you'd be great for the role and including a copy of your CV.