



## **ROLE: MARKETING & PR MANAGER**

### **WE DON'T DO WALLPAPER**

True was founded in 2012 to be a different type of B2B agency. To break free from the world of short-term 'performance' marketing that swamps the industry with no lasting business effects. We believe that unignorable creativity is the most powerful way to drive commercial results for our clients. Creativity that is built on powerful truths that generate fame, attention, and build memorability.

Our approach is working. We were proud to have been named Global B2B Creative Agency of the Year by the Association of National Advertisers last year, as well as being the only B2B agency to be recognised with an IPA Effectiveness Accreditation for 2021 – 2023. This has led to some great new account wins including KPMG, Auto Trader, Kaspersky, Logitech and Volvo.

### **WE'RE NOTHING WITHOUT YOU**

As a different type of B2B agency, we're looking for a different kind of Marketing & PR Manager to lead our outbound and inbound marketing.

We want to redefine how brands engage business consumers by creating compelling stories and experiences that attract and resonate across an ever-evolving landscape. Our client work pushes past boundaries and channels – so our own marketing should too.

On the back of some exciting pitch wins, we seek a smart, talented Marketing & PR Manager who is as passionate as we are about changing B2B marketing, creating award-winning communications, and helping us generate brand and business momentum for ourselves and our clients.

## **WHAT YOU'LL LOVE DOING:**

The Marketing and PR Manager will be focused on building fame for the agency and helping to drive growth across our creative and media offering. Reporting to a co-founder, working seamlessly with the new business director, and supported by an internal and external communications team, the goal will be to drive opportunities aligned to the new business and growth strategy from net new prospects.

Owning the end-to-end process, you will be 100% focused on growth and ensuring our work and content win attention from prospects, industry influencers, clients and peers. You will help drive strategic and tactical comms to a targeted audience using paid, owned and earned channels. You will also be responsible for creating inbound content to support prospects to conversion across the buying journey.

## **MAIN RESPONSIBILITIES**

- Develop and execute the agency's marketing and PR strategy
- Manage the agency's website, blogs, content creation and all agency collateral
- Organise and ensure all agency credentials and case studies are up-to-date
- Work with the media team to help manage the agency's paid and earned media strategy, delivery, tracking and performance
- Identify and manage industry award entries
- Drive the Hubspot CRM system's roll-out, perfect the process across the whole customer journey.
- Work with our Business Development Director to execute the new business and marketing plans across our creative and media capabilities
- Own the follow-ups with net new prospects to drive leads into the business
- Manage the agency's intermediary profiles and keep them up to date
- Coordinate interviews, speaker opportunities and media publicity for the agency
- Identify, recommend and manage attendance at new-business networking events
- Work with the Senior Management Team to develop and manage the agency's content strategy, to demonstrate thought leadership, build the agency credentials and drive awareness and engagement through appropriate media channels
- Draft or oversee the creation of media releases and content on social media
- Forge relationships with industry journalists and key influencers

## **WHO WILL THRIVE**

This is a high energy role. You need to be a proactive smart, self-starter. A problem-solver, someone who can make stuff happen.

- You will possess natural creative thinking ability and a lateral, imaginative mind with a passion for great creative ideas to propel the agency to the next level.
- You can respond quickly from a solid foundation of knowledge of agency marketing.
- You will have excellent writing and editing skills and the ability to write compelling copy.
- You will have great inter-personal skills that can forge strong relationships with key agency stakeholders and media representatives.

## **WHAT'S EXPECTED**

Action orientated team player with at least 5+ years of agency marketing experience.

## **WHAT WE CAN OFFER YOU:**

Great range of employee benefits including:

- 25 days annual leave
- Monthly creative allowance
- Investment in personal learning and development
- Subsidised gym membership
- A mattress ... speak to us to find out more!

If this sounds like it's up your street, send your CV to [jobs@trueagency.com](mailto:jobs@trueagency.com)

## **ABOUT TRUE**

True is a multi-award-winning B2B creative and media agency with the central philosophy: 'Make it memorable'. We believe that unignorable creativity is the most powerful way to drive business growth. And having next-generation data and media capabilities under one roof gives us the unique ability to see campaigns through from planning to delivery and optimisation; more efficiently and more effectively.

True's clients span industries, including Big Four professional services firm KPMG; automotive giant Auto Trader; fintech company Worldline; business services company Yell; Kaspersky in cybersecurity and consumer electronics company, Logitech.

Based in Soho, True is the London office of BBN International – ranked Number 1 International Marcomms Agency 2020 in the [B2B Marketing Agencies Benchmarking Report](#).

[www.trueagency.com](http://www.trueagency.com)