

HR Marketing Manager

Department: Finance

Reporting Structure: Reports to Onboarding Manager

Salary: £3,518/ £42,216

Location: Oldbury

Work hours: 9:00 - 17:00

Summary:

Proffer Solution Ltd. is looking for a skilled HR Marketing Manager with expertise in insourcing contracts to join our staffing and recruiting team. This role will focus on developing marketing strategies to enhance our visibility and reputation with clients and candidates, while also supporting our financial team in selling our courses, services, and supplies. The ideal candidate will understand the HR landscape, particularly trends toward insourcing. You'll collaborate with various stakeholders, use market research to drive targeted campaigns, and create compelling content that promotes our offerings. You'll manage our social media presence and execute marketing initiatives that align with our business goals. The ideal candidate must have a proven track record in HR marketing, strong digital marketing skills, and the ability to analyse campaign performance. If you're passionate about HR marketing and sales, this is your chance to make a significant impact on our growth and success. Join us in expanding our reach in both HR and education.

Responsibilities:

- Develop marketing strategies for insourcing contracts that support training course sales and recruitment.
- Conduct market research to identify trends in temporary staffing and attract new clients.
- Create content for websites, social media, and emails to promote courses and services.
- Monitor campaign effectiveness and adjust strategies for better results.
- Collaborate with recruitment teams to align marketing with talent needs.
- Manage vendor relationships to enhance marketing initiatives.
- Create promotional materials and presentations to support sales efforts.

Skills:

- HR Trends: Knowledge of insourcing.
- Marketing Strategy: Enhance visibility and reputation.
- Digital Marketing: Social media and online ads expertise.
- Content Creation: Produce platform-specific content.
- Market Research: Identify campaign opportunities.
- Campaign Analysis: Improve performance through data.
- Collaboration: Engage with stakeholders effectively.
- Project Management: Align marketing with business goals.
- Sales Support: Promote courses and services.
- Creative Problem-Solving: Innovate marketing strategies.

Qualifications:

- ✓ Bachelor's degree in Marketing, Human Resources, or a related field; a master's degree is a plus.
- ✓ Experienced in HR and recruitment marketing.