

JOB TITLE: Marketing Project Implementation Manager

LOCATION: Wretham, Norfolk with a potential for hybrid working

REPORTS TO: TBC



RESPONSIBLE FOR: Delivering effective communications to both internal and external stakeholders

INTERACTS WITH: UK and Group Board, UK and Overseas Management Teams and UK and Overseas Commercial teams as well as external customers and stakeholders

HOURS OF WORK: 37 ½ hours per week; notionally 09:00 to 17.00, Monday to Friday with a half-hour unpaid break, with flexibility for engaging with stakeholders in different time zones

CONTRACT TYPE: Fixed-Term (12 months)

JOB PURPOSE

As our Marketing Project Implementation Manager, you will join O.C.O on a 12-month fixed term contract. This is an opportunity to lead a high-impact marketing transformation project in a respected international business that covers Energy from Waste, Aggregate and Carbon sectors.

The successful candidate will have the opportunity to modernise the company's brand, digital footprint and customer engagement, within a supportive and collaborative working environment, with scope for creativity and innovation.

The primary focus of the role will be to deliver a complete refresh of the company website, ensuring it accurately represents our capabilities, supports our sales channels, and reflects our technical experience across our UK and overseas businesses.

In addition, the role will lead updates to our marketing materials, social media activities and internal communications, ensuring a consistent and engaging brand presence both inside and outside the organisation.

While the position is offered as a 12-month fixed term contract, it represents a key strategic initiative for the business and lays the foundation for a refreshed, modern marketing platform. There is the potential for the position to transition into a permanent opportunity for the right candidate, dependent on business needs and performance.

KEY DUTIES

Website redevelopment:

- Lead the full redevelopment of the company website, from planning and scoping to design, build and launch
- Engage with functional heads (Sales, Technical, Operations, HR etc.) to gather requirements and ensure each area of the business is represented accurately
- Define project scope, objectives, timelines, and budget
- Manage external agencies for design, development, and content creation
- Oversee all aspects of project from design through to implementation

Marketing literature and sales support:

- Design and develop a new modular PowerPoint presentation suite for use across Sales and Technical presentations
- Support the sales teams in the refresh of trade show / exhibition material and external literature while ensuring presentation and brand consistency

Digital marketing and social media:

- Review and provide strategic recommendations on the company's digital marketing and social media presence
- Working alongside O.C.O's Digital Communications Administrator, develop a calendar of digital content to promote business capabilities, projects and people
- Support the Digital Communications Administrator in the creation, curating and uploading of content which is both relevant and engaging to O.C.O employees
- Support the coordination of videos and interviews, including "meet the team" profiles, customer case studies and behind the scenes insights
- Setup framework to monitor and report on social media engagement and website analytics to inform future activity, while protecting the O.C.O brand

Brand and internal communications:

- Maintain consistent brand identity and messaging across all communication channels
- Support internal communications to strengthen engagement and awareness of company initiatives
- Develop an effective internal communications strategy and ensure continuous improvement and relevance of the strategy over time.

Other duties:

- Ad hoc projects as requested by the Board of Directors or Management Teams that are within the skills and capabilities of the jobholder
- Ensure full compliance with all Company policies and procedures including, but not limited to, Health and Safety and Employment.
- Fully support and contribute to the upkeep of the Company's management systems (CMS, ISO 9001, 14001 and 45001)

ESSENTIAL SKILLS / EXPERIENCE

- Experience in a marketing role within a manufacturing environment, ideally with overseas operations
- Knowledge of the latest marketing strategies, tactics and techniques and experience in implementation of them
- Strong project management skills, with experience delivering website or digital marketing projects
- Solid understanding of social media and digital content creation
- Experience in producing marketing literature and presentations
- Excellent communication and written skills with strong attention to detail
- Confidence managing multiple projects and stakeholders (internal and external) simultaneously, with the ability to manage own workload, focus on key priorities and deliver on time and to budget
- Proficient in Microsoft Office, especially PowerPoint
- Balance of strategic thinking and hands on delivery
- Liaison with external comms where appropriate

DESIRABLE SKILLS / EXPERIENCE

- A general understanding of Energy from Waste / Carbon / Aggregates sectors
- Familiarity with AI-driven marketing tools
- Knowledge / experience in sustainability
- Knowledge / experience in liaising with press organisations e.g. Aggnet etc.