

Job Advert

Role: Group Marketing Manager
Location: Hybrid - Hertfordshire & Midlands
Salary: £40,000 - £55,000 per annum

About Amthal

Amthal Group is a newly formed independently owned group of established businesses who design, install, maintain, and monitor electronic life safety and security systems. Amthal Fire & Security (AFS), established 2000, operate from St Albans in Hertfordshire with current sales of £5.5m and 65 team members.


Integrated Protection Maintenance Services (IPL), established 2005, operate from Coleshill in Birmingham with current sales of £1.9m and 14 team members. The combined vision of the group is to scale a sustainable and dynamic group of businesses through continuous investment & development in its people.


With ambition to achieve revenue of £12m by 2026 and a mission to provide compliant protection, unrivalled customer experience and professional service. Committed to achieving operational excellence, through empowering and developing, exceptional talent, to maintain our friendly and supportive environment.


Why we think you would love to work with us


At Amthal, we aim to invest and empower you to continue our mission of being one of the nation's trusted commercial fire and security partners, whilst maintaining our friendly and supportive culture.


Join our team where your dedication and integrity will be recognised with opportunity and progression whilst ensuring a healthy work life balance. Our success lies in creating a working environment where every individual is motivated to work together and exceed the expectations of our customers. We value our people and will support you to deliver on all aspects of our business with integrity and dedication.

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Team member benefits include;

- 9 working day fortnight
- Continuous professional development
- Wellness & Employee Assistance Programme (EAP)
- YuLife – The #1 rated benefits programme
- Death in service insurance
- Salary sacrifice pension scheme
- Quarterly one-to-one check-ins with your line manager
- 25 days' holiday, plus bank holidays, increasing to 35 days (1 day extra per annum to 30 days and a further 5 days after 10 years)
- A company culture that promotes work life balance
- Access to mental health care support
- Team member of the month recognising outstanding contribution
- Annual company day to share successes and strategic plans

About you


You will have a proven track record operating in a marketing manager role, along with evidencing experience and success across all elements of marketing. The position requires a blend of strategic thinking, creativity, analytical skills, and leadership abilities.


All aspects of the role must be performed in line with the business's values to realise our vision of providing unrivalled customer experience and professional service to our clients. The position requires high levels of self-motivation, organisation and must be performed with integrity and dedication. In return we are committed to empowering and developing exceptional talent, maintaining our friendly and supportive environment to ensure we get it right first time, every time.


About the role


Reporting directly to the Group CEO, this is a new position and therefore an exciting opportunity to develop a new group marketing function in line with the company's ambitious growth plans. The role of which includes delivery of all marketing activities within the group companies in line with the objective of increasing targeted lead generation and strategy, whilst positioning the group as industry leaders.


Strategic Planning: Responsible for developing marketing strategies aligned with the overall business goals. This includes identifying target markets, understanding customer needs, and determining the most effective marketing channels to reach them.

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Campaign Development: Conceptualise, plan, and execute marketing campaigns to promote our products or services. This will involve working with all available resources to develop advertising materials, content, and messaging that resonates with the target audience.

Market Research: Conduct market research to gather insights into consumer behaviour, industry trends, and competitive landscapes. This information helps the company make informed decisions about pricing, product development and promotional strategies.


Budget Management: Cost justification and return on investment for marketing budget, allocating funds across different campaigns and initiatives to maximise ROI. Requiring careful planning and monitoring of expenses to ensure that resources are used efficiently.


Stakeholder Management: Lead and mentor all internal and external stakeholders in the delivery of the marketing strategy. Provide guidance, feedback, and support to help all stakeholders succeed in supporting all marketing activity.


Performance Analysis: Track and analyse the performance of marketing campaigns using metrics such as sales data, website traffic, and conversion rates. Enables the assessment of the effectiveness of strategies and make adjustments as needed to optimise results.


Stakeholder Communication: Effectively operate as the liaison between the marketing activities and all other departments within the group companies, including sales and customer success. Collaborate with all teams to ensure that marketing efforts are aligned with broader business objectives.


Team Building: Recruit in line with strategic growth plans, to evolve the marketing team, ensuring the necessary skills are available for Amthal to be positioned as one of the nation's leading life safety and security partners.

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About the process


1. Please apply by uploading your CV via our careers page - [Apply now](#)
2. The next step is an informal phone call with one of the team to check in with and confirm that you've read the job description and are a great skills fit
3. You will then receive a telephone interview from the CEO to check you meet the skills requirement for the role along with sharing our values
4. On success of your telephone interview you will then be invited to a face to face interview at our offices with the CEO alongside another senior team member for a more formal interview process
5. We will call you to tell you you're successful before putting the offer in writing and beginning to carry out the usual security vetting and checks as required to work in our industry


We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

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