



Job Description: Marketing & Communications Manager

Department: Marketing & Communications

Reports to: Chief Operating Officer

Position Overview:

The Marketing & Communications Manager at Admit One is responsible for developing and executing strategic marketing initiatives that promote the company's products, enhance brand visibility, and engage customers across global markets. This role oversees content creation, campaign management, internal and external communications, and supports sales enablement and product launches.

The successful candidate will collaborate cross-functionally with Product, Sales, Support, and Design teams to deliver integrated campaigns and messaging that align with business objectives.

Key Responsibilities:

Marketing Strategy & Campaigns:

- Develop and execute marketing plans aligned with business goals.
- Define and manage digital, print, and event-based campaigns.
- Track campaign performance and adjust strategies to improve reach and impact.
- Align campaign goals with business objectives and manage timelines, deliverables, and reporting.

Content & Communications:

- Create and manage content for websites, social media, newsletters, email bulletins, and press releases.
- Translate technical product features into clear, customer-focused benefits.
- Ensure consistent brand messaging across all channels and platforms.
- Collaborate with Product and Engagement teams to produce product marketing materials.

Social Media & Online Presence

- Manage and grow the company's presence across platforms (LinkedIn, Twitter, Instagram, etc.).
- Plan and schedule posts, monitor engagement, and respond to interactions.
- Track performance metrics and optimise strategies.

Internal & Partner Communication:

- Coordinate internal communications, including product updates and company news.
- Support communication with partners and resellers in international markets.

Sales & Product Support:

- Develop sales enablement materials such as brochures, pitch decks, and case studies.
- Work with the Product Manager to support go-to-market strategies.

External Representation

- Represent Admit One at industry events, webinars, and speaking engagements.
- Act as a brand ambassador, communicating the company's value proposition effectively.

Strategic Input & Collaboration

- Provide input on marketing tools, platforms, and approaches.
- Collaborate with internal stakeholders to ensure marketing efforts support broader company goals.
- Stay informed on industry trends and competitor activity.

Skills and Competencies:

- **Strategic Thinking** – Ability to align marketing with business objectives.
- **Communication** – Excellent written and verbal communication skills, with strong storytelling ability.
- **Content Creation** – Skilled in writing, editing, and visual content development.
- **Campaign Management** – Experience running multi-channel marketing campaigns.
- **Digital Savvy** – Familiarity with CMS, email marketing platforms, and design tools.
- **Project Management** – Strong organisational skills with the ability to manage multiple campaigns and deadlines.
- **Collaboration** – Comfortable working cross-functionally with various teams.
- **Creativity** – Innovative mindset with a flair for creating engaging content.
- **Languages (Desirable)** – Spanish, Portuguese, French, or German.

Reporting Lines:

- Reports to: Chief Operating Officer
- Works closely with: Product Manager, Engagement Managers, UX/UI Designer, Lead Designer, Sales Team, Support Engineers, Development Teams, Customer Success Manager.