



Marketing Manager

Job Description

Your role as a Marketing Manager will be to take ownership of PointWire's marketing activity across digital, content, campaigns, events, and brand positioning. You'll work closely with our Commercial, Tech, and Operations team to drive business growth and increase engagement. You will combine strategic thinking with hands-on execution.

Key Responsibilities

Marketing, Brand and Campaign Management

Digital/ Marketing Management

- Define digital/ marketing strategy, goals, and target customers
- Creating and executing comprehensive marketing plans
- Managing paid digital advertising campaigns across search, social, and display networks
- Implementing and optimising SEO practises
- Lead Generation through collaboration with Commercial & Tech teams
- Marketing budget management and resources
- Measuring and analysing marketing effectiveness and ROI
- Developing content for our website, digital channels, sales materials etc.
- Managing digital performance, including website, SEO, analytics, and campaigns

Brand Management

- Brand research and analysis to inform brand strategy development
- Developing creative strategies to differentiate the brand and drive commercial success
- Enhance current brand guidelines incorporating co-branding guidelines
- Development of merchandise for events/ expos/ careers fairs etc.

Campaign Management

- Developing campaign strategies and selecting appropriate channels and tools
- Collaborate with internal teams to develop compelling marketing content
- Writing creative briefs and evaluating creative concepts
- Implementing and monitoring multi-channel marketing campaigns

Communication & Stakeholder Management

- Support Technical, Security, Ops, and Commercial Leads in content creation to PointWire Branded Guidelines.
- Support management and projections of the marketing budget.
- Identify the communications and relationship needs of stakeholder groups
- Translates communication/ stakeholder engagement strategies into specific activities and plans

Customer Experience and Engagement

- Developing customer engagement and loyalty strategies
- Measuring and reporting on customer engagement and loyalty metrics
- Analysing customer data to inform personalised communications and experiences

People Management

- Identifying the workforce required for current and future activities
- Advise and mentor in the development of knowledge, skills, and competencies

About you - Skills & Attributes

Essential

- Proven experience as a Marketing Manager/ Digital Marketing Manager
- Strong communicator with the ability to simplify technical and complex concepts
- Experience working within sectors such as Engineering, Technology and Pharmaceutical
- Strong knowledge of SEO, PPC, and social media marketing
- Familiarity with Google Analytics, Ads Manager, and other marketing tools
- Proficient with IT systems using Microsoft Office as a base, and ideally comfortable in either Windows or MacOS.

Desirable

- Degree or similar in a marketing related qualification
- Experience working in tech related field i.e. SaaS, Cyber Security, Software Development etc.
- Experience working in fast-paced or scaling organisations

Salary & Benefits

- £65k+ depending on experience
- Private Health Insurance
- Annual leave - Open Leave Policy
- Flexible working arrangements
- A clear path for career progression
- Learning and development
- Quarterly and yearly social events (with an in-house social club)

Job location / Travel Requirements

Like all roles at PointWire, this role is Hybrid-Remote. This means that travel is required for the role at a minimum to attend team meetings and collaborate with colleagues but may require travel to customer & partner sites to build meaningful relationships. When you're not required at a customer meeting, partner meeting, team meeting, or any other in person collaboration requirement; you will be able to work from home.

Who we are

PointWire delivers cyber security services designed for organisations operating at scale. We specialise in helping security and IT teams reduce complexity, improve control, and automate where it matters most; turning security from a reactive function into a reliable operational capability.

Founded in 2019, we work with organisations across the public and private sectors, supporting environments ranging from hundreds to hundreds of thousands of users and devices. Our services are built to complement in-house teams, providing depth, structure, and execution without creating dependency.

Who we're looking for

It feels like every company asks for the same things nowadays and so the following will look familiar from most other ads you have already seen! Our team drew up the values they want to see from new people coming in.

The PointWire values

- **Passion** - Love. Respect.
- **Outstanding** - Be memorable. Be prepared to stand out to our customers and partners.
- **Integrity** - Even if the truth is tough, always lead by example and maintain honesty.
- **Nobility** - As the definition goes: "having or showing fine personal qualities or high moral principles".
- **Teamwork** - Collaborate, laugh, fail, and succeed with your colleagues. Be there during the good times and the tough times.
- **Wholesome** - From your core, be a rounded individual. Embrace diversity. Protect the environment.
- **Integrity** - Yes; it is so important it appears twice.
- **Resilience** - Own your mistakes but bounce back from them and grow stronger.
- **Energy** - Start every day with the enthusiasm of your first.

Our team is not big and so the ripples made by any of our team, positive or negative, get felt by everyone. With that in mind, the kinds of personal attributes we need are:

- **A self-starter** - By this, we mean that you are taking initiative, coming to us proactively with ideas, reviewing things in the business that you think should be better and bringing ideas of how we can improve. In return, you can expect that we will never brush your ideas under the carpet without consideration and your positive contributions will always get the praise and credit they deserve.
- **Integrity & Respect for others** - We detest misrepresentation; of products, of relationships, and of oneself. You should always be honest; even when the truth is hard. Our team are all honest and respectful people who consider each other and work together towards a common goal. Knowing yourself and being truthful to yourself about who you are, and how you are feeling will be paramount to your success in this area. Expect to work around people who will always pull together for you and expect you to do the same for them.
- **Attention to detail** - Our directors are sticklers for detail and not just because they are weird (though they are a bit!), but it is essential for our clients that we get the details right. This means that whether you are in a technical, sales, marketing, or operations role; we keep an eye out for the minute details. We are responsible for protecting businesses with innovative security technology - all the details matter.
- **Flexibility** - So many businesses say this, but do not really know what it means for them. At PointWire, it means taking the time to go to your children's assembly when they are getting an award but similarly working until 23:00 because there is an important deadline due. Your flexibility and ours is important to ensuring a great partnership of great people all towing the line in the same direction.
- **Drive** - We want someone hungry for success. We do not mind what success looks like for you, but a borderline crazy desire for success will fit right in with us. Energy and fun are essential to this and so if you tend to be the life of the party, great! But equally, if you are a quieter person who has a solid goal and soldiers away until your goals are met; we also want to hear from you. Drive is what is important. If you do not know what we mean at this point, please do not apply.

- **Creativity and dynamism** - Had ideas for a weird marketing giveaway? We made in-house laser engraved personalised notebooks for our first huge giveaway batch! Got another fun and different idea? That creativity is welcome at PointWire. Dynamism goes hand in hand with creativity as great ideas will naturally come from people who are dynamic and want to be part of the team.

Made it this far?

It is time to click apply if you are still reading all the way down here!