



Job Details

Reports to: Head of Business Division

Title: Marketing Specialist B2B (Maternity Cover)

Location: Eastpoint

Duration: 12 Months FTC

About Virgin Media:

At Virgin Media, we've got a very different way of looking at the world - and it shows in what we're like as a place to work. We think work should be fun - because fun is what our customers demand from our services. So you'll be joining a bunch of people who are free-spirited, capable of coming up with their own ideas, and given free rein to put their talents to their best use. But besides being all about fun, we're also deadly serious when it comes to putting our customers first! Whether it's TV, mobile, home phone or super-fast broadband services, at Virgin Media Ireland we're 110% focused on making our customers lives easier, richer and a little bit more fun.

It's not a nine-to-five, clock in and tune out sort of place. And there's no corporate mask to put on at the door – you can just be yourself. We're hard working, but in it together. Creating something special. Because let's face it. If you don't love what you do, it's time to do something else. Join us.

About the Role:

The purpose of the role is to further develop and execute the annual Virgin Media Business marketing plan, based on the strategic priorities and commercial targets of the business division for Ireland.

To support the business in driving growth and achieving aggressive growth targets through direct customer and prospect marketing. This will specifically require the development of acquisition & in life communication programmes including activation & reporting of same.

To build and develop the Virgin Media business brand and marketing propositions in collaboration with the local and international brand and product team. Support the development of new products, new bundles & execute GTM plans in line with business segment requirements. This includes creating OFT trials leveraging friendly user groups to test proposition, products etc. With a specific focus on:

- Mobile
- WiFi
- Security
- Bundles

Manage all business partnerships to ensure we have an effective and productive relationship that is clearly aligned and delivering to the VM Business priorities and objectives. This includes content, media, creative, print, activation & affiliate marketing partners and should include execution of the agreed b2b sponsorship strategy.

Work in collaboration with UK to activate VOOM in Ireland for 2018 and leverage on the opportunities arising from UK promotion. Work closely with PR to keep VOOM alive during media down times.

Work with the PR team and the broader Virgin Media Ireland marketing team to align plans and make the best use of all available resources,

Manage the B2B marketing budget with a strong focus on effective planning, sales channel integration and commercial (B2C & UK) collaboration.

Manage end to end research requirements for VM including tracking, trend analysis, and bespoke research where relevant. Share actions and findings with the wider B2B team.

Focus on optimising the digital marketing strategy for the B2B division, across content, social, display and web to build the brand and develop a lead nurturing strategy in collaboration with our direct and 3rd party sales channels.

Strive to provide new innovative marketing strategies, and refinement of the existing plan in close collaboration with Virgin Business UK, to leverage the expertise and assets already developed

Foster and promote an environment of mutual trust, respect and dignity in the workplace.

Specific Tasks/ Duties:

Develop marketing collateral and promotional campaigns of our products and services to assist the sales team in the field. This should be consistent across all channels and in line with the Business Brand position

Create lead generation campaigns across relevant channels and identify partnerships that will generate business leads and opportunities that are captured within the CRM process. Specific focus on acquisition (New Build, Penetration, Infil), In-life (base management upgrade and loyalty campaigns, proposition development – bundling strategy)

Liaise with the product team to make sure new products or changes to existing products have the required collateral and messaging ready prior to launch.

Liaise with contracted third parties to develop marketing print collateral, strategy and design of the website and management of the social media

Meet with the Head of Business Services once a week giving an update on the marketing plan and associated KPI's

Work with the third party resellers to make sure they are clear on our marketing strategy and provide collateral and assistance when required to help drive sales in the SoHo and SME markets.

Identify events that Virgin Business should be involved in either directly or indirectly through sponsorship, speaking opportunities that will promote our brand, product and services.

The Person:

The successful candidate will have a minimum 5 years' experience within a marketing function with specific experience in the telecoms market.

You will have a Third level qualification, preferably in a marketing discipline.
You will be familiar with Word, Excel, Power point and similar applications.
The successful candidate will have strong communication, presentation and interpersonal skills.

Join and you'll be part of the Virgin Media family. You can trust us to do the right thing by you. We're a great place to work – and we offer impressive benefits too. Get ready for a generous holiday allowance, contributory pension and of course, discounts on our fantastic mobile, broadband and cable.

Ready to TURN IT ON? Apply jobs@virginmedia.ie

Not your ideal job? Visit our career page to view all of our other open vacancies;
<http://www.virginmedia.ie/careers>

Virgin Media is an equal opportunities employer. Having a diverse workforce is critical to the success of our business.