**Senior Marketing Specialist**

**LOCATION**: Ely, Cambridgeshire, UK

**DEPARTMENT:** Marketing

An empty treadmill isn’t compelling, but once someone steps on it, the stories are limitless. Our goal is to connect people emotionally to their fitness journey. We are a global team coming from different cultures and backgrounds with a shared passion to achieve and live our mission of empowering the world to work out, creating healthier lives together.

Over the past 50 years we have built partnerships across the UK to deliver the industry’s widest range of premium cardio, strength and group training products to create unique fitness solutions for both facilities and exercises. Elevating our partnerships further by adding value through inspiration, education and co-creation.

Inspire. Innovate. Make an impact! Join our team!

**JOB OVERVIEW**Reporting to the UK Marketing Manager, you are responsible for delivering key elements of the local and global annual marketing plan and supporting the business across a broad range of marketing requirements.

As a key part of the marketing team, this role requires a high level of collaboration across the UK and international business, working in partnership with other marketing teams across the world and agencies to consistently execute the UK marketing plan. You will also work closely with customers to deliver targeted marketing support as a key driver of our value proposition.

**SPECIFIC ACCOUNTABILITIES**

**General Marketing Duties**

* Implement global campaigns at the local level
* Plan, create and execute creative marketing campaigns to nurture MQL’s into SQL’s and through different stages of the customer journey
* Lead on internal/external communications; Act as the marketing function's voice to the broader business and externally, sharing key updates, ensuring quarterly newsletters are deployed effectively, presenting updates to stakeholders.
* Take charge of developing and leveraging data tracking processes and tools to measure and report on the success of UK marketing initiatives.
* Serve as brand guardian, enforcing guidelines and enhancing the Life Fitness/Hammer Strength brand across PR, events, and communications.
* Internal and external event planning, co-ordination and execution within budget, attending events for set up and on-site activation where required
* Coordinating and negotiating with third party vendors/suppliers

**Customer/ Stakeholder Experience**

* Attend/lead customer project meetings when required e.g. advising on marketing support offered, understanding customer objectives, build inter-team relationships, support the customer marketing strategy where relevant to our business
* Plan, coordinate and attend success story shoots
* Customer Marketing Support projects – delivering on customer ad-hoc partnership projects e.g. trial runs, launch event, branding opportunities

**Strategy and Objectives**

* Support the Marketing Manager in crafting the local strategy and execute both the local and global strategies
* Project manage and execute on strategy initiatives
* Identify new brand elevation opportunities such as PR, potential strategy improvement initiatives and pitching to Marketing Manager/ Management team
* Manage administrative tasks such as budget tracking, PO’s, Marketing inbox etc
* Ad hoc general marketing tasks where necessary

**SKILLS & ABILITIES**

* Ability to communicate effectively with internal teams, vendors and customers
* Strong organisational abilities to manage multiple projects simultaneously and handle logistics efficiently
* Capability to address issues that arise during events quickly and effectively
* Proactive thinker, able to make considerations for possible upcoming challenges or objections or identify the needs of the team ahead of time
* Keen eye for detail to ensure all aspects are executed flawlessly
* Ability to prioritize tasks and meet deadlines in a fast-paced environment
* Innovative mindset to create unique and engaging experiences
* Ability to adapt to changing circumstances and handle last-minute changes
* Confident at making split second decisions when necessary
* Confident presenter to senior leaders and teams, internally and externally
* Possesses a growth mindset and demonstrates an ability to rise to new challenges and execute on new ideas
* Confident in challenging the status quo and suggesting improvements

**ADDITIONAL COMMENTS**

You’ll be working in an inspirational and active environment empowering everyone to work-out, but also work hard to push themselves to achieve ambitious goals. We offer a challenging position in a dynamic and supportive environment, competitive compensation, and a great work atmosphere!

If you are confident that you are the person we are looking for, please send your covering letter and CV directly to [uk.careers@lifefitness.com](mailto:uk.careers@lifefitness.com) !