

About Restore PLC

About Restore Information Management

Role Purpose:

Working closely with the Senior Marketing Manager, they'll deliver integrated campaigns across digital, content, marketing automation, events and social media, with particular responsibility for SEO, Generative Engine Optimisation (GEO) and HubSpot.

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Revised to allow template to be used across Information Technology						

Key Tasks:

- **Campaign Delivery:** Plan and deliver integrated marketing campaigns, taking ownership of day-to-day activity from brief to completion. Ensure deliverables are completed on time, on brand, within budget and against agreed objectives.
- **SEO and AI/GEO:** Support the optimisation of website and digital content for traditional and AI-powered search. Conduct keyword and topic research, optimise new and existing content, monitor performance and identify opportunities to improve organic visibility, discoverability and authority.
- **Marketing Automation and HubSpot:** Build, manage and optimise HubSpot infrastructure, when required. Including workflows, forms, landing pages, lists, segmentation and automation. Maintain data quality and support effective lead nurturing, campaign delivery and reporting.
- **Process Optimisation:** Proactively identify opportunities to improve and streamline marketing processes, workflows and ways of working. Use automation, templates and technology to increase efficiency, consistency and marketing effectiveness.
- **Analytics and Performance:** Monitor and analyse campaign, website, SEO, GEO, email and social performance. Translate data into clear insights, identify trends and opportunities, and make practical recommendations to improve results.
- **Content Creation and Optimisation:** Plan, create and manage engaging content across website pages, blogs, thought leadership, case studies, social media, newsletters and marketing collateral. Ensure content meets audience needs, supports campaign objectives and strengthens SEO and GEO performance.
- **Website and Digital:** Maintain and improve website content, ensuring information remains accurate, accessible, on brand and easy to navigate. Work with internal teams and digital agencies to enhance page structure, user experience and discoverability.
- **Email Marketing:** Create and deliver targeted email campaigns using agreed audience segments, and use performance data to improve engagement and conversion.
- **Social Media Management:** Contribute to the social media plan, and schedule posts across relevant channels as required.
- **Events and Webinars:** Support the delivery of webinars, exhibitions and other events, coordinating logistics, suppliers, supporting materials and associated email and social campaigns.
- **Sales and Marketing Alignment:** Collaborate with sales, account management and other internal stakeholders to develop sector-specific campaigns and materials that support commercial priorities and lead generation.
- **Brand Delivery:** Ensure marketing activity and materials are consistent with brand guidelines across presentations, sales collateral, events, website content, email communications and campaigns.

Skills, Knowledge & Experience required:

Essential

- **Experience:** At least four years' experience in a marketing or digital marketing role, with a strong track record of delivering campaigns across multiple channels.
- **SEO:** Practical experience of keyword research, on-page optimisation, content optimisation and using performance insight to improve organic visibility.

- **AI/GEO:** An understanding of how AI-powered search is changing content discovery, with experience or a strong interest in Generative Engine Optimisation (GEO) and optimising content for AI-generated search experiences.
- **HubSpot and Marketing Automation:** Hands-on experience using HubSpot. Experience building emails, workflows, forms, landing pages, lists and audience segments is highly desirable.
- **Analytical Capability:** A strong analytical mindset with the ability to interpret marketing data, identify trends and translate insights into practical recommendations and actions.
- **Ownership and Delivery:** A proactive completer-finisher who can take ownership of activity from brief through to delivery, manage competing priorities and maintain momentum.
- **Creative and Innovative:** A creative thinker who brings forward fresh ideas and confidently explores emerging channels, technologies and approaches.
- **Attention to Detail:** Excellent attention to detail across copy, data, digital content and campaign execution.
- **Organised and Proactive:** Able to manage multiple activities simultaneously, prioritise effectively, meet deadlines and work independently when required.
- **Communication and Collaboration:** Strong written and verbal communication skills, with the confidence to work collaboratively with colleagues and stakeholders across the business.
- **Education:** Bachelor's degree in Marketing, Business, Communications or a related field, or equivalent relevant professional experience.

Compliance Requirements:

- Adhere to all site accreditations that need to be upheld.
- Support the Service Delivery Manager and quality team with internal and external audits.
- Ensure compliance regarding code of conduct, quality management systems, BCP, environmental, information security, legal admissibility in accordance with the Company guidelines.
- Completion of all mandatory ISO management system and BS 10008 awareness training is required to be completed on annual basis.
- Compliance with ISO 9001 Quality Management, ISO 45001 Occupational Health & Safety, ISO 27001 Information Security, BS 10008 Evidential Weight & Legal Admissibility Management system requirements as defined in all applicable policies, procedures, and training & awareness requirements.
- Adherence to the company Acceptable Use Policy.

Other Information:

LINE MANAGEMENT:

- No Line Management

CONTACT WITH OTHERS:

- Primarily: Marketing and Sales Teams

*** The above is not an exhaustive list but an outline of all Service Delivery Operational duties. All Restore colleagues are advised that they may be asked to perform tasks and be given responsibilities as reasonably requested.

APPROVALS:

Director of People

Name:

Signature:.....

Date:.....

Post Holder

Name:

Signature:.....

Date:.....