

The Ideal Marketing Manager

Job Description: Marketing Manager, Branding Manager, Senior Marketing, Copywriting.

*You are able to impart insights on integrated data and voice applications encompassing IP, mobile, payment and CRM. [*A bit of a know-all*]

You will be required to:

- * Write copy in a clear and concise method with creativity and flair. [*Your plagiaristic sources have not yet been discovered.*]
- * Follow a brief accurately, ensuring that marketing messages match with strategic objectives. [*Mixed metaphors will not be permitted*]
- * Contribute to strategic marketing discussions where appropriate. [*Must not just sit through meetings playing with your i-phone*]
- * Deliver copy in an efficient and timely fashion. [*Send e-mails to editors two minutes before the deadline with an obscure font*]
- * Present documentation well, for easy reading and with clarity. [*See above*]
- * Produce website content and paper documentation. [*Random sentence generators are recognised by Google*]
- * Write solution propositions, supporting the sales and marketing teams on an on-going basis. [*Case studies and testimonials that don't involve £.s.d.*]
- * Work closely with project management teams and technical writers as required. [*Without harassment in the workplace or stalking*]

Skills / Attributes:

- * Strong educational background with a 2.1 and above in a humanities subject, and BBB or better at A-levels [*Scientists will not be considered*]
- * Creative thinking, to develop and present ideas/copy. [*Staring out of the window at school is now considered to be a useful exercise*]
- * Ability to understand relationships between copy and design. [*If someone designs something good, copy it*]
- * Can work well as part of a team. [*If your Am Dram repertoire included being the back end of a donkey, you are well on the way to success in this department*]
- * Can proactively research and find out information. [*You know how to use Google*]
- * Awareness of user expectations and best practice communication trends. [*Don't SHOUT to be understood*]
- * Excellent attention to detail. [*Chek all yor work before it gose out*]
- * Can spell and proofread to a very high standard. [*see abuve*]
- * Understanding of "brand" and ability to write in correct tone of voice. [*Our reputation in the marketplace was atrocious, but people were buying into it before you were borne, so don't talk down to our customers*]
- * Understanding of the reader's needs. [*Keep it simple, like our readers*]
- * Ability to work to tight deadlines. [*Don't get drunk the night before a big launch*]
- * Good communication skills. [*Speak when you are spoken to*]
- * Strong sense of ownership and responsibility for work. [*Defend your desk space with your life*]
- * Excellent word processing and computer literacy skills. [*Always use a spelchecker*]

Desirable:

- * Proven industry experience in producing quality marketing materials. [*Present a utility bill at interview*]
- * The ability to learn new skills. [*The ones you have are out of date*]
- * Knowledge & experience of using Salesforce. [*You entered some data once on a database*]
- * Hard working and ambitious attitude. [*Don't have a home life*]

You must be:

- * Able to show direct copy writing / marketing skills. [*Bring along that blog you wrote in 2006*]
- * Able to work individually & in conjunction with the bigger team to maintain brand guidelines. [*If you are rejected by the established clique don't let it put you off work*]
- * Write creatively without losing sight of the brief. [*Remember which brief you are working on*]
- * Willing to relocate to a reasonable distance from the office. [*We don't want you too near the place in case you start to make an impact!*]

With apologies to whoever wrote the original!