

**POSITION:** Marketing Manager  
**LOCATION:** Sunderland office  
**TYPE:** Permanent

### THE ORGANISATION

RTC is an independent and highly successful organisation. Whilst originally founded in North East England, RTC now works with businesses across the Northern Powerhouse to innovate, compete and grow, thus helping to create more and better jobs for the regions in which we operate.

The company has been a regional focus for innovation, competitiveness and growth since being founded in 1989 and today has offices in Sunderland, Leeds and Daresbury (North West).

RTC currently delivers government and European funded business support programmes including Enterprise Europe Network, Innovate2Succeed, Designing Better Business, Scaleup North East and Pathways to Innovation. RTC also supports the skills agenda and offers accredited and non-accredited training and is working with schools to promote Science Technology Engineering and Maths.

In April 2016, RTC moved to new larger premises in Sunderland, which is also home to co-located industry clusters, the North East Process Industry Cluster (NEPIC), the North East Automotive Alliance (NEAA), Design Network North and Service Network. The vision is for the new premises to be a regional hub for innovation, business support and professional services and we are now able to offer high quality training facilities and conference space.

### THE POST

The primary objective of this post is to manage and lead a busy in-house marketing function and support the promotion of RTC North across the North of England. Working with our project managers across sites in Sunderland, Leeds and Daresbury, the marketing manager provides a focal point for all RTC corporate and programme led marketing activity and is responsible for ensuring work is scheduled and delivered by the team on time and to a high quality.

The manager will have overall responsibility for:

- Brand management - Implement brand strategy & ensure literature / promotional collateral / website content is current and driving RTC North message
- CRM Development - work with IT team to improve our data strategy and the use of dynamics 365 across our three sites in the North of England
- Lead generation – work with external providers on lead generation campaigns
- Email marketing – oversee delivery of the bulk email schedule
- Digital marketing – ensure the team delivers the digital marketing and social media schedule
- PR - Coordinate corporate PR requirements and development of a bank of success stories
- Events plan - Oversee the schedule of all RTC North and 3<sup>rd</sup> party events
- Measure market awareness of RTC now and after period of increased marketing activity
- Support the Events Manager in promotion of the new conferencing facility and in promoting and making it a success operationally and financially



## THE PERSON

The candidate can expect a varied role and should be interested in entrepreneurship, innovation and business development.

Previous line management experience is a must.

You must have a strong marketing background, be an excellent communicator and be willing to support the wider team to ensure work is delivered on time.

A focus for all in-house marketing activity, the successful candidate will feel comfortable representing RTC at events and exhibitions, supporting clients with marketing activity where appropriate and be happy to travel between our offices in Leeds and Daresbury.

## THE PACKAGE

RTC is a dynamic independent technology transfer company. Its' ambition is to expand its offer and excellent reputation for delivering high quality projects across the North of England. Joining RTC at this exciting time affords an unparalleled opportunity to make a difference and be part of the economic growth of the North.

The post benefits from flexi time, a generous holiday entitlement and contributory pension.

## HOW TO APPLY

If you feel you have the necessary skills and experience to undertake this role, please forward your c.v. and letter of application, confirming current salary and benefits package to:  
**[personnel@rtcnorth.co.uk](mailto:personnel@rtcnorth.co.uk)**

If you require further information about this role, please contact **[jamie.ollivere@rtcnorth.co.uk](mailto:jamie.ollivere@rtcnorth.co.uk)**

**Closing Date:** 15 March 2018

