



TerraQuest Recruitment Business Case & Job Description

Marketing Product Manager

Business Case			
Job Role:	Marketing Product Manager	Prepared By:	Craig Harper - Chief Commercial Officer
Branch:	Birmingham / Bristol	Department:	Marketing
The current situation is:		This is what I propose:	
<p>As TerraQuest's offering becomes more solutions/SaaS focused, it is now a pivotal time to maximise the opportunity to start generating passive income through the website and qualified leads into our CRM system through optimised landing pages.</p>		<p>To bring in a specialist website and SEO marketing to transition of our website into a passive income generator and lead generation tool which will become the window into all of our solutions.</p>	
The benefits to the business will be:		This is why I want to do it:	
<p>Develop transactional capabilities for the website and optimise sales funnels for TerraQuest's solutions to generate passive income for RQP and transactional products</p>		<p>Hire a Marketing Product Manager</p>	

The Risks to the business are:		Who is affected:	
Impact on sales Impact on win rate Impact on revenue		Sales/business development Solutions Senior managers/director	
I have already considered the following:		Timescales:	
Carrying on a s is		Immediate	
Estimated Salary	£35-£45k		

Job Description	
Role	<ul style="list-style-type: none"> • Lead and drive a programme of product enhancements on terraquest.co.uk • Take responsibility for the transition of the website into a transactional product and a lead generation tool for TerraQuest • Monitor performance and communication with a large and varied stakeholder group including senior management on a daily basis • Focus on the broader corporate picture, as we transform our services, products and platforms, to ensure strategic fit • Maximising return on investment within solutions
Experience	<ul style="list-style-type: none"> • Experience of digital marketing, web development projects and product management with the ability to translate technical concepts into business-friendly language

- Excellent written English language skills are essential for this role.

Core Responsibilities

- Work with the solutions team to develop transactional capabilities for the website
- Using MarTech , develop and optimise sales funnels for TerraQuest
- Perform A/B testing, heat maps, surveys to obtain feedback and improve the customer experience across the website
- Work with stakeholders across the business to develop and optimise the MarTech stack - CMS, CRM, Ads, Email etc.
- Analyse web performance including SEO and make recommendations for improvement
- Work with content and product marketing to maintain the accuracy of the website
- Manage projects and product improvements utilising agile methodologies

	<ul style="list-style-type: none"> • Contribute to the development of business cases and validate information i.e. justification/benefits realisation /pricing • Use data to make recommendations and informed decisions • Generate and communicate compelling and actionable insights, both verbally and visually • Articulate present your designs and speak to their value in stakeholder sessions
Reporting Line	<ul style="list-style-type: none"> • The Marketing Product Manager will report into a Head of Marketing
Measure of Success	<ul style="list-style-type: none"> • Increase in sales through our website • Visually professional web content • Improve web performance and traffic
Qualifications	<ul style="list-style-type: none"> • Experience of managing website development projects • Solving complex problems; taking a new perspective on existing solutions • Highly evolved communication skills • Proficiency in Content Management Software
Salaries	<ul style="list-style-type: none"> • £35k-£45k depending on experience