



## TerraQuest Recruitment Business Case & Job Description

Marketing Product Manager



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:	
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.		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.	
The benefits to the business will be:		This is why I want to do it:	
Develop transactional capabilities for the website and optimise sales funnels for TerraQuest 's solutions to generate passive income for RQP and transactional products		Hire a Marketing Product Manager	

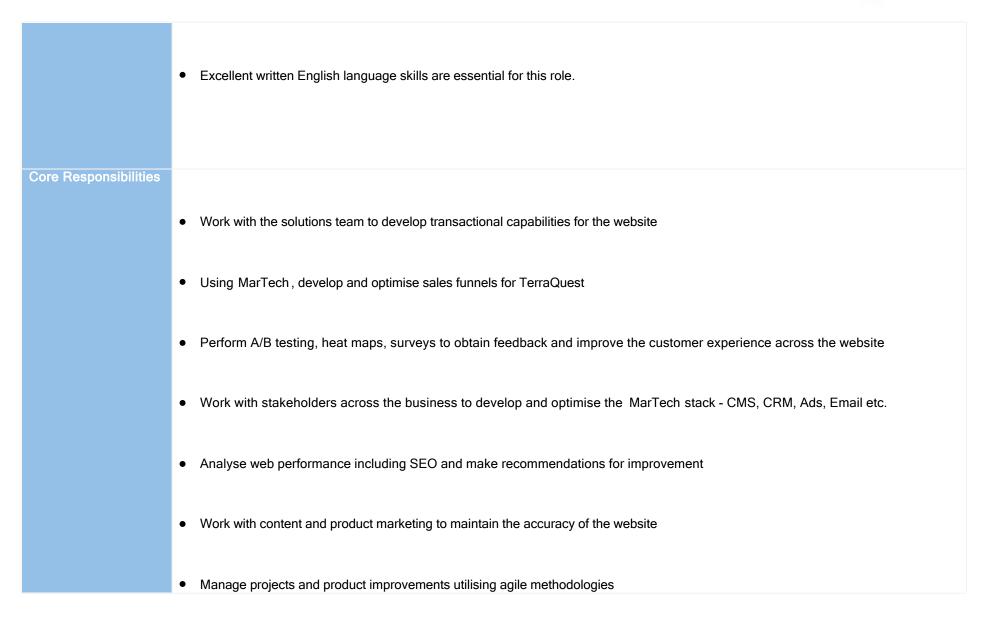


The Risks to the business are:		Who is affected:
Impact on sales Impact on win rate Impact on revenue		Sales/business development Solutions Senior managers/director
I have already considered the following	<b>j:</b>	Timescales:
Carrying on a s is		Immediate
Estimated Salary	£35-£45k	



Job Description	
Role	
	<ul> <li>Lead and drive a programme of product enhancements on terraquest.co.uk</li> </ul>
	• Take responsibility for the transition of the website into a transactional product and a lead generation tool for TerraQuest
	<ul> <li>Monitor performance and communicat ion with a large and varied stakeholder group including senior management on a daily basis</li> </ul>
	• 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> <li>Experience of digital marketing, web development projects and product management with the ability to translate technical concepts into business-friendly language</li> </ul>







	<ul> <li>Contribute to the development of business cases and validate information i.e. justification/benefits realisation /pricing</li> <li>Use data to make recommendations and informed decisions</li> </ul>
	<ul> <li>Generate and communicate compelling and actionable insights, both verbally and visually</li> <li>Articulately present your designs and speak to their value in stakeholder sessions</li> </ul>
Reporting Line	The Marketing Product Manager will report into a Head of Marketing
Measure of Success	<ul> <li>Increase in sales through our website</li> <li>Visually professional web content</li> <li>Improve web performance and traffic</li> </ul>
Qualifications	<ul> <li>Experience of managing website development projects</li> <li>Solving complex problems; taking a new perspective on existing solutions</li> <li>Highly evolved communication skills</li> <li>Proficiency in Content Management Software</li> </ul>
Salaries	• £35k-£45k depending on experience