



Marketing Manager

Development Engineering & Enterprise Ltd

Established in 2005, Development Engineering & Enterprise Ltd (DEE-Ltd) provides innovative engineering solutions to a broad spectrum of customers and market sectors. The company operates across engineering, manufacturing, e-commerce and automotive-related activities through a number of businesses and divisions.

Marketing responsibility will include the following brands:

DEE Ltd - www.dee-ltd.co.uk

DEE Industrial - www.deeindustrial.co.uk

Wiz Parts - www.wiz-parts.co.uk

The Assembly Line - www.theassemblyline.shop

Role Type

Permanent - Hybrid. Full-time or part-time considered. Working hours to be agreed with the successful candidate.

Roles & Responsibilities

This is an excellent opportunity for an experienced Marketing Executive who is ready to take the next step in their career and move into a Marketing Manager role with broader responsibility and ownership. Reporting to the Company Director, the Marketing Manager will work directly with stakeholders across the business, coordinate external suppliers and take responsibility for the delivery, quality and measurable performance of agreed marketing activity. This is a commercially focused, data-led marketing role: the successful candidate will be expected not only to deliver marketing activity, but also to demonstrate what is working, what is not, and where marketing resources should be focused.

The role is specifically suited to someone who has developed strong hands-on marketing experience and is now looking for the opportunity to progress, take greater ownership and influence marketing decisions across several businesses and divisions. The successful candidate will have broad experience across a range of marketing disciplines and will help devise and manage the delivery of the company-wide marketing plan and strategy. They will not be expected to be a specialist in every marketing discipline, but will be expected to understand the key channels sufficiently to coordinate activity, assess performance and manage specialist suppliers. They will also bring a strong practical specialism that they can personally deliver to a high standard, for example paid media/PPC, SEO, content, social media, e-commerce or marketing analytics.

- Coordinate and deliver the marketing plan across the company, its businesses and divisions, working with the Company Director and stakeholders to translate commercial objectives into campaigns, priorities and measurable targets.
- Maintain and continuously improve company websites, including content, product/service presentation, landing pages, basic SEO and conversion performance, coordinating technical changes with external suppliers where required.

- Plan, coordinate and deliver organic and paid social media activity and digital advertising, including Google Ads and other relevant platforms, ensuring campaigns are appropriate to each business and target audience.
- Manage marketing agencies, designers, content creators and other external suppliers, including briefing, agreeing deliverables, reviewing output and monitoring performance and value for money. Take responsibility for the quality, consistency and suitability of final marketing output.
- Collate and analyse marketing performance data across advertising platforms, websites, e-commerce and other channels. Monitor relevant KPIs including advertising spend, traffic, enquiries, conversions, cost per lead/acquisition, return on advertising spend and attributable revenue.
- Work with stakeholders across each business to understand commercial priorities, target customers, seasonality and product/service launches, planning and delivering appropriate marketing activity while maintaining consistent presentation of each brand.
- Identify and recommend relevant trade shows, exhibitions, industry events, networking opportunities and other promotional activities for each business or division. Plan and coordinate agreed events, including objectives, budgets, bookings, suppliers, promotional materials, staffing, lead capture and supporting marketing activity.
- Monitor agreed marketing budgets, advertising expenditure and supplier costs, maintaining appropriate control of marketing accounts, website access, analytics, creative assets and campaign data, and escalating significant issues or opportunities to the Company Director.

Performance & Reporting

The Marketing Manager will establish a clear baseline for each business and support the agreement of appropriate targets with stakeholders. Measures will vary by business, but the emphasis will be on measurable commercial outcomes and continual improvement rather than marketing activity alone.

- Campaign performance against agreed objectives and budget
- Cost efficiency of advertising spend and supplier expenditure
- Lead/enquiry volume and quality
- Website traffic, conversion and e-commerce performance where applicable
- Return on ad spend / customer acquisition cost where attribution is available
- Progress from structured testing and optimisation
- Delivery of agreed campaigns, actions and reporting to schedule
- Event performance against agreed objectives, budget and target audience
- Event-generated leads/enquiries, lead quality, follow-up outcomes and attributable sales where measurable
- Cost per lead / commercial return from events and recommendations for future participation

Essentials

- Solid professional experience in a Marketing Executive, Senior Marketing Executive, Digital Marketing Executive, Performance Marketing or similar hands-on role, with evidence of delivering campaigns and contributing to measurable results.
- Experience managing multiple marketing activities and competing priorities. Experience across multiple websites, brands, business units or client accounts would be advantageous.
- Good practical understanding of digital advertising, social media, websites, analytics and conversion measurement.
- Demonstrable ability to gather, interpret and present marketing data and turn it into clear, practical recommendations.
- Experience working with KPIs, campaign targets and advertising budgets, with an understanding of cost effectiveness and return on marketing spend.
- Experience briefing and coordinating external agencies, freelancers or specialist suppliers, with the confidence to question output and performance.
- A practical specialist marketing skill that the candidate can personally deliver to a high standard (for example PPC/paid media, SEO, content, social media, e-commerce or analytics).
- Confident communication and stakeholder-management skills, with the ability to explain marketing activity and results clearly to non-marketing colleagues.
- Self-motivated, organised and able to work independently, prioritise competing requirements and follow actions through to completion.
- Excellent working knowledge of Microsoft Office, particularly Excel and PowerPoint, or equivalent reporting tools.
- Current UK right to work.

Desirable

- Evidence of taking increasing ownership within a marketing role and the capability and ambition to progress from an executive-level position into broader marketing management responsibility.
- Experience of B2B engineering/manufacturing marketing and/or B2C e-commerce/automotive marketing.
- Hands-on experience with Google Ads, Meta advertising, LinkedIn advertising and Google Analytics / Tag Manager or comparable platforms.
- Experience of SEO, website CMS platforms, e-commerce platforms and conversion-rate optimisation.
- Experience creating dashboards or regular marketing reports using data from multiple channels. Familiarity with AI and digital productivity tools to support content development, research, analysis, reporting and marketing efficiency would be advantageous. A relevant marketing qualification (for example CIM) is beneficial, but practical experience and demonstrable results are more important.
- Experience identifying, planning and evaluating trade shows, exhibitions, networking events or other business events, including lead capture and post-event ROI reporting.

Remuneration

Competitive salary of £32,000-£36,000 full-time equivalent, dependent on experience and agreed working pattern. Part-time remuneration would be pro-rated to the agreed hours:

- Competitive salary dependent on experience

- Hybrid working
- Flexible working hours by agreement
- 24 days' annual paid leave for a full-time role, pro-rated for part-time arrangements, subject to company policy
- Pension
- Sick pay scheme

Working Hours

The position supports hybrid and flexible working. Full-time or part-time arrangements can be considered, with the working pattern, core availability and expected on-site attendance agreed with the successful candidate. Regular attendance at the company site and stakeholder/supplier meetings will be required where appropriate to the role.

Applications

This role requires someone who can combine practical marketing experience with commercial thinking, data analysis and a willingness to take ownership. To help us understand your experience and approach, please provide brief responses to the following questions with your application.

1. Demonstrating results

Please provide an example of a marketing campaign or activity that you have personally been involved in delivering.

Briefly explain:

- What was the objective?
- What was your personal responsibility?
- How did you measure its performance?
- What were the results?
- What did you learn or change as a result?

Where possible, please include actual metrics or percentage improvements. We appreciate that commercially sensitive information may need to be anonymised.

2. Using data to make decisions

Imagine you inherit three digital advertising campaigns:

- Campaign A spends £1,000 per month and generates 50 enquiries.
- Campaign B spends £1,500 per month and generates 25 enquiries.
- Campaign C spends £500 per month and generates 20 enquiries.

What would you want to understand before deciding which campaign is performing best and where future budget should be allocated?

Please keep your response to approximately 150 words. We are more interested in your reasoning and the questions you would ask than simply calculating the cost per enquiry.

3. Taking ownership

This position involves marketing across several different businesses covering engineering, manufacturing, e-commerce and automotive services.

Having reviewed our businesses and websites, identify one marketing opportunity or improvement you would be interested in exploring further if you joined us.

Briefly explain:

- What you have identified;
- Why you believe it may be an opportunity;
- What information or data you would want before taking action; and
- How you would determine whether the activity had been successful.

We are not looking for a fully developed marketing strategy at application stage. We are interested in how you approach a problem, identify opportunities and think about measurable results.

Please send your CV and supporting information to careers@dee-ltd.co.uk with reference MKTM26081.

Use of AI: We recognise that candidates may use AI and other digital tools as part of their normal working practices. You may use these tools to support your application; however, your answers must accurately reflect your own experience, knowledge and judgement. Candidates should be prepared to discuss and expand upon their responses during interview.