



# RECRUITMENT PACK

Thank you for your recent enquiry regarding vacancies at Guava.

We have put together some introductory information about the company and the vacancy advertised; we hope you find this useful.

Details of how to apply are contained within this pack; please read these carefully before submitting your application.

We look forward to hearing from you.

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## About Guava

Guava is a fresh thinking digital marketing agency with offices in the UK, Denmark and Sweden. Our team has been involved in the Internet and online marketing since 1996.

As a business focused company, rather than a design led one, we provide the services that make an internet project a success.

Utilising Guava services clients can:

- increase sales
- generate quality leads
- improve content access

We deliver the best online marketing services, faster and more efficiently than anyone else, by pushing the boundaries of what can be achieved via the internet with new technology.

## A brief history

Guava has two offices in the UK in Berkshire and Cornwall.

The Cornwall office was formally known as Neutralize; a company founded by Lucy Cokes in 1999 with the objective of becoming the UK's market leader for, reliable and unbiased online marketing consultancy services. Neutralize fast became one of the industry's leading SEM agencies.

The Berkshire office, formerly known as Guava Ltd, was founded by Graeme Radford and Paul Newman in 1998. Specializing in SEM and web development Guava Ltd grew into a very successful business, working with a range of clients.

In 2007 both Neutralize and Guava Ltd were bought out to become part of a pan-European group called Notabene. In May 2008 the entire group re-branded as Guava.

In the UK Guava specialises in Search Engine Marketing and Web Development (Berkshire office only). Our aim is to reach new heights in marketing performance on behalf of our clients.

## Our services

As a leading UK full service digital marketing agency, Guava help clients to reach new heights in return on investment out of Organic search engine optimisation (SEO), Pay-Per-Click (PPC) search engine advertising and web development.

By using a unique mixture of search engine marketing services, Guava can help ensure you reach the maximum number of potential customers online. We integrate the chosen mix into a full 360-degree search marketing service optimising our client's online presence and increasing campaign potential.

- Organic search engine optimisation

Our full service search engine optimisation packages ensure indexability and maximum visibility within algorithmic search engines

- Pay-Per-Click management

Sophisticated planning, rules based bidding and guaranteed performance-based results, along with our leading bid gap management services assure optimum ad delivery and reduced costs

- Web development

Blending strong design and content with seamless functionality and expert support

You'll find more information on our website: [www.guava.co.uk](http://www.guava.co.uk)

### **Recruitment process**

We have enclosed a number of documents relevant to the post in which you are interested:

Job Specification - this outlines the scope of the post and indicates the day to day tasks and responsibilities involved.

Person Specification – this highlights the essential skills and criteria required to fulfil the role and desirable qualities we are looking for in the successful candidate. It also details the particulars regarding the hours, package and office location.

Application Form – all candidates are asked to complete the Guava application form in full.

Candidates will be measured against the essential and desirable criteria we have identified in the 'Person Specification', so please ensure that you demonstrate how you meet these requirements in your application form under 'Suitability for the role'.

Diversity Monitoring Form – all candidates are asked to complete the Guava Diversity Monitoring form in full and return along with your application form. Guava is an Equal Opportunities employer and uses this information only for the purposes of monitoring.

Completed application forms and diversity monitoring forms should be emailed to [janine.laity@guava.com](mailto:janine.laity@guava.com)

CVs – please note that submitting a CV alone will not be sufficient to be considered for this role. CVs will only be considered in conjunction with a fully completed application form.

Interviews - all applications will be reviewed after the closing date and those candidates short listed will be required to attend an interview at our Cornwall office. Candidates will be asked to bring to interview proof of identity (i.e. passport), work status (i.e. appropriate Visa's if required) and proof of qualifications.

Overseas applicants – please note that whilst Guava welcomes applications from overseas applicants we can not employ any person who does not hold a valid UK work visa, nor are we able to assist with your application for such a visa. All employees will be expected to commute daily to their base office.

If you believe you have the skills we are looking for then please submit your application form and diversity monitoring form to [janine.laity@guava.com](mailto:janine.laity@guava.com) or call Janine Laity on 0870 063 0707 if you require further information.

**Job Specification:**

## **MARKETING MANAGER**

**Goal:** To develop and implement the company's overall marketing strategy, positively reinforcing Guava's presence in the digital marketing industry and proactively promoting the company and its services.

**Reporting to:** UK Operations Director

**Responsible for:** Managing and driving forward the business marketing strategy through the delivery of PR and marketing projects.

**Duties:**

- Develop and lead the implementation of the business marketing strategy in consultation with management
- To manage and lead specific marketing projects on behalf of the company, obtain an understanding of the project brief, manage and document as appropriate
- Planning and buying of company advertisements
- Create and maintain a network of contacts in relevant media organisations
- To proactively identify appropriate PR opportunities, write and distribute press releases online and to journalists
- Research and identify appropriate industry events and secure bookings for exhibition space, speaker slots, etc where required
- To manage all aspects of company marketing, working within a pre-set annual marketing budget
- To source and manage stock of all marketing material including print, exhibition stands, giveaways, etc
- Create and deliver company newsletters and e-marketing where appropriate
- Organise and chair marketing/project meetings as required
- Produce reports for management team as and when required
- Liaise with third party suppliers to source and secure marketing materials
- Some face to face meetings as required
- Telephone and email contact with suppliers and media contacts
- Maintain records in Goldmine and in appropriate project spreadsheets
- Ensure all related documents are filed in orderly manner
- Travel to industry events throughout the UK as necessary to network and actively promote the company
- To communicate effectively with other team members and provide feedback where necessary
- To maintain and update records relating to working practices and procedures for use by other team members
- To pursue continuing professional development in relation to the role and its duties and responsibilities as agreed through appraisals or at other times
- To undertake ad hoc assignments from time to time and other duties as requested by management
- To bring to the attention of the marketing and sales teams any PR, marketing or sales opportunities that may arise as a result of your work
- To understand and ensure the full observation of your contract of employment, the companies operating procedures and policies and its health and safety obligations

## Person Specification

# MARKETING MANAGER

We are looking for an experienced marketing manager to develop and implement the company's overall marketing strategy. You will be responsible for positively reinforcing Guava's presence in the digital marketing industry and proactively promoting the company and its services to as wide an audience as possible.

**Company:** Digital Marketing Agency with offices in Berkshire and Cornwall, working for clients such as London Stock Exchange, Confused.com, Nestle and Black and Decker.

**Salary:** c £22,000 - £24,000 (dependent on experience) plus benefits

**Location:** Tolvaddon Energy Park, Cornwall

**Start Date:** October 2009

**Contract:** Permanent, full time contract subject to satisfactory completion of a 3 month probationary period, after which there is a 3 month notice period.

**Deadline for applications:** noon on Monday 14<sup>th</sup> September 2009

**Skills:** You will have a thoughtful and proactive approach to marketing with proven experience in all aspects of traditional offline marketing (PR, event management) and an understanding of online marketing (email, search engine marketing). You will be a self motivated individual and have the ability to manage several marketing projects concurrently, and to schedule. You will possess excellent communication skills and have experience in dealing with clients and suppliers, cultivating good ongoing relationships with key industry contacts. You will have good presentation skills and be willing to attend and speak at industry events, to network and represent the company. You will be adaptable and able to learn quickly.

**Education:** Ideally you will be a graduate in marketing or a business related discipline.

**Work environment:** You will be expected to be hard working, diligent, quick thinking and eager to learn as much about the internet, IT and online marketing as possible; you will be working with a young team of highly Internet savvy individuals who want to have fun at the same time as ensuring the success of the company.

**Essential & desirable criteria:** The essential skills and criteria required to fulfil the role and the desirable qualities we are looking for in the successful candidate are detailed below; please demonstrate how you meet these criteria in your application form:

Skill Area	Essential Criteria	Desirable Criteria
Education / Qualifications	Educated to degree level in Marketing or Business  Grade C or above in GSCE Maths and English	
Experience	Proven experience in a similar marketing role  Proven experience with PR, Advertising and Events.  Experience in leading and managing critical marketing projects  Ability to develop and implement business marketing strategies	Background in online advertising
Communication	Excellent verbal and written communication skills  Experience in copywriting for PR and advertising materials  Excellent vocabulary and spelling  Ability to network	Experience in delivery presentations and speeches to a wide audience
IT	Fully conversant with Microsoft office applications, email and Internet	Experienced user of Goldmine, the company CRM
Other Skills	High level analytical skills  Sound research and negotiation skills  Excellent attention to detail  Hard working and flexible  Team player  Self motivated/managed  Ability to work to tight deadlines	Up to date knowledge of the search marketing industry  A keen interest in Internet development
Miscellaneous	Permission to work in the UK  Own transport  Willing to travel to industry events	