



Marketing Manager

3B Training is a dynamic and forward-thinking training provider with a reputation for delivering high-quality health and safety training to the UK construction industry. As part of our growth and strategic direction, we are seeking an experienced and innovative Marketing Manager to join our senior leadership team. This pivotal role will help shape the future of our marketing strategy and digital presence.

We pride ourselves on being a genuinely great place to work and aim to be world class in everything we do! We live by our core values which are Be Your Best, Be Smarter and Be Honest.

Our employees are at the heart of our business and our ambitious growth plans make 3B Training an exciting company to be part of.

We are looking to appoint a Marketing Manager to lead on all marketing and eCommerce activities to drive brand growth, customer engagement and generate revenue. To succeed in this role, you will be a proactive marketing leader with a strong background in both traditional and digital marketing. You will thrive in a fast-paced environment and have a passion for driving measurable results.

Key Duties & Responsibilities:

Campaign and Brand:

- Ensure consistent brand messaging across all channels, maintaining a strong and recognisable market presence.
- Oversee multi-channel marketing campaigns to grow the brand as well as drive customer acquisition and retention.
- Utilise data analytics to track marketing performance and customer behaviour, making data-led decisions to guide improvements.
- Take the lead on all customer communications, ensuring a great customer experience and effective use of CRM data.

Digital & eCommerce:

- Lead the ongoing development and management of the eCommerce platform to increase online sales and enquiries.
- Take the lead on all eCommerce marketing including SEO, PPC, CRO and UX ensuring continuous improvements.
- Set clear KPIs, analyse trends, and make data-driven recommendations for continuous SEO & PPC improvement by using tools like Google Analytics, Google Ads, Search Console, and SEMrush to monitor performance, track key metrics, and report progress.



- Identify opportunities for digital innovation and user experience enhancements.
- Manage relationships with external agencies, including digital marketing and development agencies.

Management & Collaboration:

- Develop and execute a comprehensive marketing plan aligned with business objectives.
- Manage the marketing budget.
- Lead, mentor, and develop the internal marketing team to achieve strategic objectives.
- Evaluate and optimise marketing performance through analytics and reporting.
- Act as a key member of the senior leadership team, contributing to strategic decisions and growth plans.
- Work closely with sales, operations, and training teams to align marketing efforts with overall business goals.
- Take the lead on competitor monitoring ensuring we continue to lead in our market.
- Involvement in wider business projects as required.

Essential Skills & Experience:

- Proven experience as a Marketing Manager or Head of Marketing (preferably within a commercial training, education, or service environment)
- Strong knowledge of eCommerce marketing including SEO, PPC, CRO and UX.
- Exceptional leadership skills, with experience managing and developing high-performing teams.
- Experience working with external agencies and managing third-party relationships.
- Data-driven mindset with a focus on ROI and performance optimisation.
- Excellent communication and stakeholder management skills.
- Ability to balance strategic thinking with hands-on execution.

To apply for this role, please email your CV to the email address below, or contact Keri if you have any questions about the position.