



RDA
DEVELOP TOGETHER

Marketing Team
Marketing Manager
JOB PROFILE

About us

RDA UK Limited was founded in 2019 by Kevin Auchoybur, who has 14 years experience in advising clients on their eligibility for R&D tax credits, successfully claiming a large number of refunds for SMEs carrying out research and development.

The taxation system in the UK is complex and Kevin leads a team with a deep and thorough understanding of R&D tax credits legislation who are experts in identifying whether a business qualifies for R&D tax credits and expenditure that meets the requirements of the scheme.

Why RDA?

At RDA, we spend every day showcasing the Research & Development work our clients do. With our input, our clients' efforts are rewarded by the government with grant funding they can then reinvest into their businesses. We, along with our clients, develop together.

We do this by staying true at all times to a number of values, each of them relating to our twin principles of *Development* and *Togetherness*.

Develop

Knowledge & quality
Excellence & success

Together

Accountability & flexibility
Professionalism & integrity
Confidence & teamwork

RDA VALUES

Knowledge

We have in-depth knowledge and expertise in our field. We know how this translates for each client, and how to position for success with HMRC and other Stakeholders.

Excellence

We deliver a professional process, done in the right way. We hold ourselves to high standards. We put our clients first, communicate well, read the room, and endeavour to always be prepared.

Accountability

We take responsibility for our actions. We own up to our mistakes.

Teamwork

We recognise the need for the whole team to collaborate well internally and with clients, building trust.

About you

Diligent, conscientious, concerned with detail with a drive and determination to do things right and achieve results. All whilst being able to think creatively and innovatively.



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As Marketing Manager you will be part of the Marketing Team. This is a critical role having responsibility for developing, implementing and executing our strategic marketing plans for the Company in order to attract potential customers and retain existing ones.

You will be an excellent communicator with great organisation, time management and project management skills. This is enhanced by your technical skill, experience in Microsoft Office applications, digital marketing software and social media platforms. Your analytical skills will enable you to forecast and identify trends and challenges all whilst understanding traditional and emerging Marketing Channels.

Whilst industry knowledge would be beneficial, this is not essential to succeed in the role. With our support, you will be able to apply your skills, expertise and desire for knowledge to become a specialist in this field.

You will be excited to play a pivotal role in the growth of RDA and the Marketing Team.

You will...

- Ensure all content within the internal marketing folder is up to date & keep track of where content is being used and distributed.
- Design and develop internal and external marketing & promotional content.
- Deliver graphic, written, and verbal presentations and reports of findings, statistics, and insights.
- Prepare proposals for Prospect Clients.
- Keep up to date with current tax legislation for market research.
- Monitor marketing campaigns' progress and results to gather data to help improve performance.
- Conduct market research to identify the target audience's needs, competition, and trends to help in creating marketing strategies and plans.
- Develop and lead on strategy.
- Represent the marketing team to cross-functional groups including product management, sales, or customer support.
- Manage and coordinate the marketing and creative staff team.
- Collaborate with media organisations and advertising agencies.
- Coordinate with the sales team and other departments to produce effective strategies.
- Analyse data to evaluate the success of their marketing efforts and come up with new ideas to improve brand marketing and exposure.

Networking and Travel

- Available to attend ad-hoc events related to RDA sponsorship which can take place during the weekend such as motorsport events and motorsport races.
- Attend a variety of member hospitality and networking events such as 'networking in Essex'.