

Marketing Manager

Company: Ark Consultants UK Ltd

Location: Carnforth – just off the M6, gateway to the Lake District!

Hours: Full time

Contract: Permanent

Salary: Competitive (experience based – further info available on application)

About Us

At Ark Consultants we're passionate about helping people to have a great time outdoors, pursue hobbies and lifestyles they love. We work with some exciting names in the outdoor industry – including **OMM** and **Troll** - which we own.

We are on the lookout for a sharp, organised, creative, driven, and team-focused **Marketing Manager** to join us on the journey and help shape the future.

As we look ahead, we're focussed on the exciting and imminent launch of OMM into the running footwear market, whilst Troll is strategically rebranding and building on its strong reputation within climbing and outdoors.

The Role

As **Marketing Manager**, you'll manage the process of supporting, developing and delivering the marketing strategy for OMM and Troll. We are recruiting two team members that you will manage to produce and distribute creative content, you'll bring campaigns to life, helping to ensure our brands connect with outdoor enthusiasts everywhere.

What You'll Do

- Drive the marketing strategy for OMM and Troll across digital, retail, PR and event platforms
- Plan and deliver engaging campaigns that inspire runners, climbers, and outdoor explorers whatever their chosen adventure may be
- Manage an inhouse and freelance team, ensuring content and creative output hits the mark
- Work closely with sales, product and brand teams to align messaging & storytelling
- Oversee social media, email and digital advertising, bringing fresh ideas to boost brand presence.
- Support existing and build new relationships with media, influencers, and brand ambassadors in the outdoor world
- Analyse and track performance whilst continuously refining campaigns to achieve maximum impact, exposure and return

What We're Looking For

- **Strategic thinker** - able to balance long-term brand vision with short-term tactical wins
- **Project management skills** - comfortable planning and working to achieve campaigns, timelines and associated budgets
- **Analytical mindset** - confident interpreting data and using insights to guide decisions
- **Excellent communication**: both written and verbal, with an ability to tell compelling brand stories across digital marketing, content and brand communications
- **Stakeholder management**: experience working with external partners, agencies, and internal teams
- **Adaptability**: thrives in a fast-paced environment and enjoys the challenge of managing multiple projects
- **Experience** - solid marketing experience; ideally within sports, outdoor or lifestyle related industries
- **Leadership** - natural and motivated leader who enjoys supporting their team in achieving the remit

Nice to have

- **Personal interest** in the outdoors – whether that's running, climbing, hiking, or simply enjoying time outside is preferred but is not considered a limiting factor
- **Experience** with footwear marketing

What you'll bring

- **Creativity** - ability to spot and develop opportunities and ideas for content, campaigns, and brand activation
- **Degree** in Marketing / Communications and or a related field (or equivalent professional experience).
- **Professional marketing qualifications** (e.g., **CIM**, **IDM**, or similar) would be a bonus
- **Experience** with all digital marketing tools - Google Analytics, Meta Ads, email platforms etc.
- **Organisation, creativity and confidence** - ability to juggle multiple projects concurrently

Why Join Us

- Opportunities to get hands-on with the products and communities we serve – helping to inspire people to achieve their dreams
- Be at the forefront of OMM's exciting move into the running footwear market and the rebuild of Troll climbing
- Work with brands rooted in adventure, with passionate communities around them
- Join a supportive, fun team where ideas and creativity are encouraged
- Competitive salary and benefits
- Flexible daily working hours
- Holiday 28 days per annum (including bank holidays) + 5 day Company Summer Holiday
- Pension
- Staff discount on full brand portfolio

