

## **Marketing Services**

### **Levels 3, 4 & 5 – Management Support**

#### **What Is It?**

The EBS Marketing Management Support services have been designed to specifically help small businesses that are engaged in marketing activity but do not have the management resource or experience to carry them out with optimum effectiveness.

These services provide hands-on support for designing and managing marketing programmes by providing qualified and experienced marketing management professionals on a daily fee basis.

#### **What are the advantages to my organisation?**

- Access to qualified and experienced marketing management on an 'as needed' basis.
- The ability to drive marketing at a strategic level to support business growth goals.
- A route to cover prolonged staff absences without needing to postpone or cancel planned marketing activities.
- Services specifically designed for small businesses.

#### **What Is Included?**

The EBS Marketing Management Support services provides priority access to EBS's network of marketing management professionals.

The service covers the provision of professional hands-on marketing management support for:

- **Level 3 – Marketing Programme Roll-out**  
The management of a complete marketing programme including; programme conception, budget setting and management, supplier sourcing, supplier management, programme roll-out management and success auditing.
- **Level 4 - Interim Marketing Manager/Director**  
The provision of an on-site interim Marketing Manager to fully manage a marketing team for a specified period. This could be to cover the gap between an existing manager leaving and their replacement being recruited, or maybe to help set up a new marketing team from scratch. The placement would typically be for an agreed number of days per week/month.
- **Level 5 – Non-Executive Marketing Director**  
The provision of a board-level Marketing Director, on a non-executive basis, to contribute to the strategic management of a business where marketing has a significant role to play in achieving company goals. This placement would typically be for an agreed number of days per month over a year.

#### **What Does It Cost?**

The fees for the EBS Marketing Management Support services are charged on a daily rate basis., Level 3 and Level 4 services are charged at £750 plus VAT plus travelling expenses per day. The daily rate for Level 5 is £1,000 plus VAT plus expenses.

## About EBS Marketing Services

EBS Marketing is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of marketing services includes:

- Level 1 - Marketing activity support (web refresh, brochure refresh, copy writing, ...)
- Level 2 - Effectiveness Assessment (marketing effectiveness audit and strategy creation)
- Level 3 - Marketing programme rollout (project specification, project management, ...)
- Level 4 - Interim marketing manager/director
- Level 5 - Non-executive directorship