



## Job Description

**Job Title:** Marketing Manger (12months Contract)

**Reporting to:** Commercial Director

**Purpose:** To develop, implement and execute a marketing plan/strategy for the company to retain existing customers and attract new customers, while in parallel, educate the product purchasers about brands and convert them to be loyal brand customers.

**Main Responsibilities:**

- Manage the Marketing Assistant to ensure all marketing activities are executed in a timely, efficient and effective manner.
- Manage marketing campaigns/plans locally & nationally for the company's product brands, namely – Brandy, Cat Club and Naturo.
- Co-ordinate marketing & PR campaigns/plans in line with sales (customer) activities.
- Monitor and evaluate on the effectiveness of marketing campaigns.
- On a monthly basis communicate marketing activity performance results to all relevant company personnel.
- Monitor and analyse market trends to support the sales team in growing existing business and attracting new business opportunities.
- Monitor & report trends in the macro environment which will impact the growth of company brands.
- Monitor the marketing strategies of competitors and communicate, where necessary, to management.
- Website & Digital Marketing Management in conjunction with external Digital Consultant.
- Approve the evolution of all marketing assets (Marketing Assistant responsibility to lead and develop).
- Manage the brand portfolio in terms of packaging to ensure the brand messages and legal information is simply and clearly communicated to the consumer.
- Manage the marketing annual budget.
- Attendance at exhibitions to represent the company and product brands.
- Other duties, within reason, as and when required.



## PERSON SPECIFICATION

<b>Job Title: Marketing Manager (12month Contract)</b>		
<i>Criteria</i>	<i>Essential</i>	<i>Desirable</i>
Knowledge	<ul style="list-style-type: none"> <li>• Minimum of one year's experience working in a marketing management role</li> <li>• Qualified to diploma/degree level in a Business or Marketing related subject</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Marketing Qualification</li> <li>• Knowledge of CMS platforms (e.g. Magento)</li> <li>• Experience in the FMCG industry would be advantageous</li> </ul>
Relevant Experience	<ul style="list-style-type: none"> <li>• Intermediate level of use in PC applications (Microsoft word, excel &amp; power point)</li> </ul>	
Skills & Competencies	<ul style="list-style-type: none"> <li>• Excellent attention to detail and accuracy</li> <li>• Excellent organisational skills</li> <li>• Strong analytical skills</li> <li>• Strong digital and social acumen</li> <li>• Good interpersonal / communication skills; both verbal &amp; written</li> <li>• Good time management</li> <li>• Ability to prioritise and meet deadlines</li> <li>• Ability to manage multiple projects simultaneously</li> <li>• Creative to help deliver new innovative ideas, with a good eye for design</li> <li>• Reliable</li> <li>• Must be able to work on their own initiative</li> <li>• Ability to work within a team</li> </ul>	
Circumstances	<ul style="list-style-type: none"> <li>• Able to work flexible hours as required</li> <li>• Available to travel on limited occasions (i.e. support for exhibitions)</li> <li>• Driving License</li> </ul>	