**Head of Marketing**

Ref MPF/HM/6521

Mackle Petfoods, founded in 1972 and based in Co. Tyrone, is one of Ireland’s leading pet food manufacturers. For almost fifty years we have sourced only the finest natural, local ingredients to produce top quality products and our products are created and manufactured to strict quality guidelines with full traceability back to origin. Mackle Petfoods customers can always count on superior quality and value for money across our extensive range. At Mackle Petfoods we are focused on innovating our business, providing excellent products, supporting our team and increasing export sales. We have recently invested £5.7million in our business with further, significant developments planned for Q4 2021.

This is a brand-new role at Mackle Petfoods and presents an amazing opportunity for the right candidate. We are looking for a Head of Marketing who will lead all our marketing activities from social media and digital campaigns to advertising and creative projects.

Head of Marketing responsibilities include developing plans to help establish our brand, allocating resources to different projects and setting short-term and long-term department goals. We wish to engage with a skilled Marketing strategist who is able to inspire a talented team.

Ultimately, you will run our Marketing department in ways that promote higher profitability and competitiveness.

**The successful candidate should fulfil the following criteria:**

* Minimum of 5 years’ experience operating at a senior level within FMCG environments and be able to demonstrate clear leadership, a passion and enthusiasm for marketing and a desire to work collaboratively with stakeholders to drive brand strategy initiatives and awareness.
* Excellent technical brand management background paired with a passion for building strong brands.
* A creative talent with analytical, strategic skills and a result driven mentality.
* Demonstrated ability to manage a team, projects and processes.
* Proven ability to work in high-pressure environments; strong time-management skills.
* Focused attention to detail; clear and concise written and verbal communication.
* Excellent IT and Microsoft office skills.
* The development of marketing strategies to execute a consistent brand strategy in global exports.
* A people leader who can empower, inspire and develop a team.
* Customer focused, pragmatic marketing strategist with a keen eye for execution on brand building.
* Proficient in ATL, BTL and multi-platform marketing.
* Maintain the marketing calendar and all associated marketing activities.
* Prepare marketing reports by collecting, analysing, and summarising sales data.
* Assist in accomplishing company goals by taking ownership for delivery of marketing initiatives.
* Educated to degree level in a related area.

**Key Responsibilities:**

* Craft strategies for the Marketing team, including Digital, Advertising, Communications and Creative.
* Set, monitor and report on team goals.
* Design branding, positioning and pricing strategies.
* Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)
* Analyze consumer behavior and identify opportunities to reach new market segments and expand market share.
* Monitor competition (acquisitions, new products and features)
* Coordinate marketing efforts to boost brand awareness.

**Benefits**

Mackle Petfoods are committed to ensuring we offer our people a great place to work, with competitive salary, contributory pension plan and benefits package.

* Working week 40 Hours
* Annual Leave – 31 days (inc statutory holidays)
* Competitive Pension Scheme
* Life Assurance Scheme
* Private Healthcare (inc dependents)
* Salary commensurate with experience and the seniority of the role.

**Seniority Level Employment Type**

Senior Manager Full-time, permanent

**Industry Job Functions**

Food manufacturing Marketing, Management, Manufacturing

**Recruiter**

[Mackle](https://www.cips.org/supply-management-jobs/employer/179849/clarendon-executive/) Petfoods

**Location**

Northern Ireland

**Salary**

Competitive salary with great benefits package.

**Posted**

06/05/2021

**Closes**

05/06/2021

**Specialist Area**

Marketing, Strategy/Planning, Brand Management

**Sector**

[FMCG](https://www.cips.org/supply-management-jobs/jobs/fmcg/), [Manufacturing](https://www.cips.org/supply-management-jobs/jobs/manufacturing/)

**To Apply**: Send your CV to the Human Resource Manager at Mackle Petfoods in confidence: anne.brace@macklepetfoods.com