**Mackle Petfoods**

**JOB DESCRIPTION**

**Job Title: Marketing Manager**

**Reporting to: Head of Marketing**

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

**Main responsibilities**

* Deliver all new product launches across Mackle Petfoods owned brands (Naturo, Brandy, Cat Club and Norsh).
* Take ownership of the marketing elements of the new product development process from conception to launch with particular emphasis on product packaging development and legal compliance. Ensure the brand messages and legal information is simply and clearly communicated to the consumer.
* Work alongside the Head of Marketing, Trade Marketing Manager, and the Commercial team to deliver marketing campaigns Locally, Nationally & Internationally across company brands
* Develop integrated communications campaigns to help achieve brand growth and consumer engagement utilising all relevant and available channels.
* Monitor, evaluate and report on the effectiveness of marketing campaigns and use learnings to improve performance and evolve future campaigns.
* Ensure all marketing materials meet brand requirements and are effectively used by company personnel to communicate to retail and consumer audiences.
* Take ownership of our social media channels ensuring plans are in place and actively managed. Work with relevant partners to create imaginative content for all Mackle owned brands across Facebook, Instagram, Twitter and LinkedIn.
* Working together with the eCommerce Manager to maintain content on our websites, writing and adding new content pages and producing insightful, relevant blogs to maintain SEO.
* Lead on the creation of a company product brochures.
* Proactively manage the relevant elements of the annual marketing budget making spend / investment recommendations for the following year.
* Designing other advertising, marketing and promotional literature working with various 3rd party contacts.
* Monitor, analyse and report on market and competitor trends to support the business in growing existing business and helping to build a platform for new and future business opportunities.
* Manage and deliver the annual consumer show calendar and proactively evaluate return on investment. Research and recommend other relevant opportunities in line with business objectives.
* Develop, manage and deliver an annual sponsorship calendar, supporting local.
* Attendance at exhibitions to represent the company and product brands.
* Other duties, within reason, as and when required.

You will have:

* Ability to work well as part of the team.
* Excellent IT, writing and editing skills with attention to detail.
* Ability to communicate effectively at all levels in writing, face to face and by phone.
* A flexible approach and able to balance different aspects of this role.
* Ability to travel when required.
* A relevant degree in Marketing or Business, or a related field or proven sales/marketing expertise is desirable.