

Sample Job Profile



Job Title: **Marketing Manager**
Reports to: Sales & Marketing Director
Salary: Competitive + Benefits

Job Overview:

We are seeking a dynamic and results-driven Marketing Manager to lead our marketing strategy and drive brand growth within the competitive food manufacturing sector. The successful candidate will develop and execute marketing plans that enhance brand visibility, engage customers, and support sales growth across both B2B and B2C markets.

Key Responsibilities:

- **Marketing Strategy Development:** Create and implement a comprehensive marketing strategy that aligns with business objectives, including product launches, brand positioning, and customer engagement.
- **Brand Management:** Lead all brand-related activities to ensure consistent messaging and visual identity across all channels, strengthening brand equity in the marketplace.
- **Digital Marketing:** Oversee all digital marketing activities, including social media, website content, email marketing, SEO, and paid campaigns, to drive traffic and customer acquisition.
- **Product Marketing:** Collaborate with the product development and sales teams to develop go-to-market strategies for new product launches, ensuring effective positioning and messaging.
- **Market Research:** Conduct market research to identify emerging trends, customer preferences, and competitive activity, and adjust marketing strategies accordingly.
- **Promotional Campaigns:** Plan and execute marketing campaigns (both online and offline) to support product sales, seasonal promotions, and other business initiatives.
- **Content Creation:** Develop compelling content for various platforms, including blogs, social media, brochures, and advertising, to effectively communicate our brand and product offerings.
- **Budget Management:** Manage the marketing budget, ensuring effective allocation of resources to maximise return on investment (ROI).
- **Stakeholder Collaboration:** Work closely with internal teams such as Sales, Product Development, and Operations, as well as external agencies, designers, and suppliers, to deliver cohesive marketing efforts.
- **Event Coordination:** Plan and manage participation in industry events, trade shows, and exhibitions to enhance brand visibility and generate leads.
- **Performance Analysis:** Track and analyse the performance of marketing campaigns using metrics such as ROI, website traffic, and customer engagement, providing regular reports to senior management.



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Key Requirements:

- **Qualifications:**

- Degree in Marketing, Business, or a related field.
- Professional qualifications (e.g., CIM) are advantageous.

- **Experience:**

- Proven experience in a marketing management role within the food manufacturing or FMCG industry.
- Strong understanding of both B2B and B2C marketing principles.
- Experience with digital marketing tools and analytics platforms (Google Analytics, SEO, PPC, etc.).

- **Skills:**

- Excellent strategic thinking and problem-solving abilities.
- Strong knowledge of branding, product marketing, and customer engagement.
- Proficiency in digital marketing, including social media, content marketing, and email campaigns.
- Ability to manage multiple projects simultaneously while meeting deadlines.
- Strong communication and leadership skills, with the ability to inspire and manage a marketing team.
- Knowledge of the food industry's regulatory environment and emerging trends.

Benefits:

- Competitive salary and bonus scheme
- Company pension
- 25 days holiday + bank holidays
- Health & wellness benefits
- Opportunities for professional development and training
- Hybrid working opportunities