

Role Title: Marketing Manager - Food

Department: Food Retail | Food Marketing

Job Level: 7

About the role:

As Marketing Manager – Food, you will be responsible for leading a team of 2 Marketing Executives to create and deliver the Food marketing strategy and associated campaigns that deliver commercial growth.

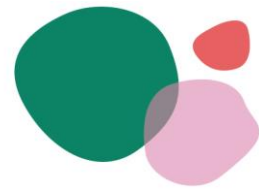
You'll need a strategic mindset coupled with a hands-on approach and be highly creative with experience in planning and devising long and short-term marketing plans that engage, inform, and motivate customers and members to drive footfall, spend and visit frequency in our Food stores.

Responsible for translating strategy into action, you'll plan, deliver, and analyse all commercial marketing campaigns. You'll have a proven ability to understand customer needs and develop ideas that translate into engaging multi-channel plans that drive sales and member trade in the Food business.

You'll be a marketing subject matter expert, trained in all aspects of marketing, with the ability to apply that knowledge to drive impactful results across paid, owned, earned and partner channels.

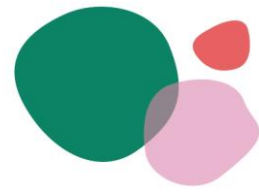
You and your team will be developing and implementing marketing campaigns, initiatives and communications that will attract and engage customers, members, and colleagues across a range of reactive and strategically planned opportunities and the day-to-day delivery of Food period promotions, social activation and member offers marketing calendar.

Working closely with the Head of Strategic and Trade Marketing Food, alongside a busy and dynamic cross functional Society team of marketers, you will be focussed on supporting top-line revenue growth whilst seamlessly partnering with the Food Retail Team to support delivery of their commercial goals.



What you'll be doing:

- Conduct, commission and analyse customer and market insights to support and inform marketing plans to increase customer attraction and commercial performance.
- Lead the team to drive commercial revenue through the planning, development management & implementation of short and long-term trade marketing campaigns, period promotions and channel activity at pace, cost effectively and in line with the TCG marketing calendar (3 weekly food periods) & seasonal opportunities.
- Lead the team to support differentiated Food Market & Convenience store strategies.
- Lead the team to best promote member offers in paid, owned and earned channels.
- Lead the team to develop & manage toolkits for localised branch materials
- Build productive working relationships with key stakeholders internally/ externally to gain buy in, foster collaboration and deliver flawlessly, always representing the customer and member at every opportunity.
- Consult & partner with Food Operations Managers, Store Managers, Food Trade team, Head of Member Trade & Comms alongside other business leaders to best understand the marketing requirements and apply technical expertise and know-how to ensure that the marketing output delivers against commercial goals.
- Lead, manage and produce all elements of marketing, promoting the brand and service to drive traffic, leads, and sales using internal and external partners.
- Manage (£1M) marketing budget efficiently, determine KPI's and evaluate the performance of all marketing campaigns undertaken. Provide regular reporting on the effectiveness of marketing activity, both financial and non-financial, to support future decision making and inform planning.
- Determine KPI's & evaluate the performance of re-brands/ new store launch campaigns, focussing activities on achieving a strong commercial result whilst driving brand equity.
- Design, build & grow our social media presence working with the wider marketing team to develop engaging written, graphic and video content to suit different channels and audiences that drives Food marketing objectives.
- Make recommendations for improvements, sharing campaign analysis results with senior stakeholders to ensure learnings are considered in the development of all future growth opportunities.
- Partner with Insights to understand customers & the market to shape and influence the development, continuous improvement, and delivery of marketing plans.
- Provide direct line management and people leadership to inspire and motivate Marketing Executives to deliver high performing marketing campaigns, trade marketing plans, period promotions, local social activation, and events.
- Support cross Society marketing brand, membership, and associated marketing activities as part of the wider Core Marketing Function. EG: using marketing tools, ways of working and processes.



About You:

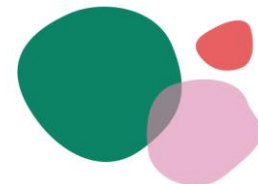
- **Leader:** Motivating leader and team-builder, able to influence and build trust across complex internal and external stakeholder groups (DR's and others). Excellent leadership skills and interpersonal skills relating to communication, motivation, and mentoring.
- **Passionate:** High energy and drive. Able to inspire others and deliver and maintain best in class marketing delivery.
- **Solution focussed:** Creative problem solver with proven ability to understand consumers, shape and deliver campaigns that drive commercial outcomes and positive impact.
- **Excellent communicator:** Clear, effective communication skills (written & verbal) and experience in a collaborative transparent, matrix-ed and hands-on environment.
- **Relationship Builder:** Strong internal and external people skills. Strong personal presence and gravitas, able to build trust and influence decisions from Executive level and below. Motivational leader with proven track record of inspiring and nurturing high performance from others.

Professional Skills

- Degree-level qualification in a relevant discipline or equivalent experience
- Minimum 5 years marketing experience working within a busy, fast paced marketing team, with good exposure to all areas of the marketing mix (online and offline) with Retail Marketing experience advantageous.
- A 360-degree marketer confident in developing and executing campaigns across all channels and have a successful background in all aspects of the marketing function especially digital.
- Outstanding analytical skills, strong experience interpreting test results & drawing conclusions to identify growth and optimisation opportunities.
- Strong organisational skills in combination with the ability to react quickly to strict deadlines, have a positive 'can-do' attitude and a strong attention to detail.
- Ability to develop and deliver marketing plans that support the strategic and commercial aims of the business.
- An effective communicator with the ability to influence, develop and build relationships with key stakeholders.
- People leader who can inspire, nurture, and motivate high performance from direct reports.

Professional Behaviours

- Bring to life the Purpose, DOES values through motivational 'we' leadership.
- Inspire and build trust at all levels. Lead by example, demonstrate expertise and value add.



Scope:

- Reports to: Head of Strategic & Trade Marketing Food
- Budgetary Control linked to project and periodic delivery
- Key internal contacts are all internal departments and trading groups.
- Key external contacts are the Society suppliers.

