

Position Profile – Marketing Manager

Title	Marketing Manager
Purpose	As Marketing Manager, you will develop & implement marketing strategies and plans for clients in line with budgetary and time constraints, in order to drive sales.
Reports to	Marketing Director
Direct Reports	Brand Manager, Marketing Operations Assistant or none.
Key Areas of Responsibility	<ul style="list-style-type: none"> • You will utilise a broad knowledge base (including client familiarity) to contribute to strategic discussions & the optimal utilisation of marketing & sales budgets. • You will be responsible for the cycle of developing, implementing & re-evaluating marketing plans through: <ul style="list-style-type: none"> ○ Persuasive communications plans via advertising & PR agencies. ○ Monitoring of marketing activities ○ Development of trade marketing objectives & plans with Account Managers ○ Reporting to clients on brand progress & performance, in line with agreed frequency ○ Monitoring monthly expenditure vs Budget on a line-by-line basis with clients. • You will plan & lead client reviews, ensuring that each meeting has objectives that enable progressive business management & encouraging action-orientation via best practices. • You will contribute to success in accounts by demonstrating competence in category, brand and general marketing matters at customer meetings. • You will create and maintain presentations for use with clients, customers and internal customers (e.g. sales teams). • You will draft briefs for outsourced activities as required & secure client approval prior to engaging with agencies. • You will critique agency proposals & develop recommendations for client approval. • You will liaise with clients & Logistics to facilitate optimal inventory levels, i.e. providing continuity of supply without over-investing funds or space in stock. • You will carry out analyses of products & audiences in order to identify growth opportunities and provide input into NPD and marketing plans. • You will provide Marketing Director with feedback on partner agencies in order to ensure performance parameters are maintained via quality, service levels & cost. • You will take responsibility for client sales and expenditure budgets and forecasts. • You will take responsibility for development of line report(s), agreeing development areas & providing advice & feedback on an ongoing basis. • You will be required to carry out any other reasonable task in relation to the overall job, as required.
Professional Competencies	<p>Career Experience</p> <ul style="list-style-type: none"> • A minimum of 6 years' marketing experience, preferably within a consumer packaged goods environment. • Experience in Health & Beauty / OTC / Licenced Medicines is preferred, although other highly regulated markets could be relevant • Knowledge of grocery and / or pharmacy trade sectors is preferred • Candidates should be able to demonstrate a track record in creating & implementing successful brand plans. <p>Qualifications</p> <ul style="list-style-type: none"> • A graduate, ideally in business-related subject or a relevant CIM qualification. <p>Required Skills</p>

	<ul style="list-style-type: none"> • An understanding of financial KPIs that influence P&L management, e.g. return on investment methodology, promotional evaluations, stock management, COGS management. • The ability to use Excel to an intermediate level in order to develop spreadsheets that support analyses & proposals. • The ability to use Powerpoint to an intermediate level to support the development of influential presentations for client, trade & colleague meetings. • Proven influencing skills, arising from competence in analysis, strategy & nuances of communication channels (e.g. written, oral). • Adaptability: Comfortable working independently & as part of a team. • Pragmatism & organisation: Ability to multi-task in a dynamic environment that can require regular reprioritisation. 	
<p>Ceuta Group Core 6 Behavioural Competencies</p>	<p>Effective Communication – 4 Creates a safe environment for open communication enabling colleagues to communicate more effectively</p> <p>Is able to accept feedback and deliver proactive management solutions</p> <p>Recognises when others are having difficulty understanding information and adapts their style appropriately</p> <p>Acknowledges all mind-sets and successfully motivates others to act in the best interests of the company</p> <p>Effectively communicates the business objectives with others whilst building a positive company culture</p> <p>Always scans work for ambiguity or misinterpretation before sending</p>	<p>Client Focussed – 4 Demonstrates an in-depth understanding of customer needs to ensure that business decisions reflect the clients/customers perspective</p> <p>Encourages detailed insight from front line colleagues regarding client/customer needs and expectations to remain solution focused</p> <p>Advocates on behalf of the organisation to build trust and add value with the client/customer</p> <p>Ensures client/customer expectations are consistently prioritised and managed especially during critical periods</p> <p>Provides the client/customer with constructive feedback regarding issues/problems encountered</p> <p>Creates an environment where team/s are empowered to put clients /customers first</p>
	<p>People Driven – 3 Trusts colleagues to deliver work once delegated appropriately to create positive work outputs</p> <p>Acts as a team player, investing time to generate a common focus and genuine team spirit</p> <p>Provides a supportive environment and removes barriers to ineffective working</p> <p>Takes responsibility for creating a working environment that encourages equality, diversity and inclusion</p> <p>Consistently demonstrates the ability to give timely and constructive feedback</p>	<p>Drives Performance & Efficiency – 4 Is demanding of self and others in pursuit of outstanding client/customer results</p> <p>Monitors self/team progress toward goals and adjusts priorities as needed to maximise productivity, efficiency & effectiveness</p> <p>Holds self and team accountable for outcomes against performance defined metrics</p> <p>Approaches problems methodically and develops solutions with sustainable & measurable results</p> <p>Weights up priority and benefits of different actions and activities to achieve cost effective outcomes</p>

	<p>Encourages and seeks out feedback and makes positive improvements regardless of how the feedback was given</p> <p>Recognises potential in others and encourages self development</p>	<p>Questions and challenges the value being delivered through commercial arrangements with external business partners</p> <p>Devises and sets metrics to deliver against the agreed business objectives to achieve maximum results</p> <p>Gathers and uses evidence to assess the costs, benefits and risks of a wide range of options when making commercial decisions</p>
<p>Supports & Embraces Change – 3</p> <p>Inspires others by championing changes to achieve common goals</p> <p>Drives efficiency and effectiveness by identifying and exploring areas for improvement</p> <p>Leverages appropriate behaviours within team in support of change efforts to drive improved performance</p> <p>Communicates change plans to employees in a clear and timely manner</p> <p>Collaborates and makes compromises for the greater good without sacrificing personal principles or business ethics</p> <p>Uses the business tools available to measure effectiveness of change</p>	<p>Grows the Business – 4</p> <p>Uses a variety of sources of insightful information to ensure correct decisions are made to drive additional revenue</p> <p>Creates best practice policies, plans and service provision to meet the diverse needs of clients/customers</p> <p>Brings together the views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies</p> <p>Implements strategies and plans which not only support the immediate team, but the wider business</p> <p>Makes quick confident decisions at a strategic level to ensure that the organisational goals are met</p> <p>Is resourceful in expanding their knowledge of the industry, competition and/or marketplace in order to make strategic fact based decisions</p> <p>Has an extensive and comprehensive understanding of the Ceuta Group’s services in order to drive intergroup business growth opportunities</p>	