

JOB DESCRIPTION

JOB TITLE: Marketing Manager Maternity Cover
REPORTING TO: Managing Director
SALARY: £23,000 PA

We are currently looking for an experienced Marketing Manager to cover 12 months maternity leave from November 2017. The successful candidate will be responsible for the following:

KEY JOB:

- Overseeing and coordinating the day to day running of the marketing department. Managing a marketing budget of over £300k.
- Managing core campaigns and all work that comes into the department.
- Liaising with manufacturers regarding how budgets are spent, handling marketing agreements, scheduling work and invoicing accordingly.
- Professionally representing JGBM.
- Managing the Graphic Designer in all aspects.

Areas of Responsibility:

- Overseeing all projects that run within the department on a day to day basis, managing content and deadlines.
- Reporting to the Managing Director who will oversee the setting up of projects and the priorities.
- Responsible for completed projects and any ongoing maintenance.

Core Activities (To oversee and complete to deadline)

- Manage the Marketing Schedule to ensure marketing spend & invoicing is accurate
- JGBM Annual Product Catalogue.
- Oi! Office Innovations, 16 page mailer.
- CD-ROM Interactive Product Catalogue.
Ensure JGBM & specific dealer website is current and displays correct content.
- Assigning marketing activities in Trello for the graphic designer.
- Newsletters & e-shots - content, proofing & design.

Scheduling & Invoicing

- Liaise with all the Manufacturers re. Marketing Agreements/MDF's.
- Schedule Manufacturer activities based on their agreements and ad hoc campaigns, invoicing accordingly.
- Ensure that all marketing monies owed are claimed for based on the Marketing agreements in place.
- Produce and maintain reports regarding projects and invoicing within the department.
- Reporting monthly on marketing activities to Senior Management team.

Technical & Other Administration Roles

- Managing Twitter for JGBM.
- Updating JGBM blog.
- Manage manufacturer trade promotions that are added by the Product Data Analyst for JGBM website.

2020

- Schedule Manufacturer end user promotions to 2020Pro platform for the 1st of each month.
- Create & send monthly mailchimp offers templates by 7th day of each month.
- Handle 2020 telephone calls.
- Managing Twitter for 2020.

Key Accountabilities:

- Monthly & Daily tasks complete on time.
- Schedule and Invoice based on Manufacturers marketing agreements.
- Achieve the agreed monthly targets that are put in place.

Other tasks & Practices:

- Be organised and self-motivated.
- Be able to accept criticism and be able to work positively.
- Be flexible and able to adapt to changing/developing specifications internally as well as externally.
- To work efficiently to deadlines.
- To be a team player and support all members of staff.

To apply, email your CV to vacancies@jgbm.co.uk.