

## ROLE PROFILE

<b>Job Title</b>	Marketing Brand Manager MAR-005-1	<b>Reports To</b>	Head of Marketing	<b>Location</b>	Vicar Lane
<b>Date Created:</b>	March 2021	<b>Department</b>	Marketing	<b>Grade</b>	M3

<ul style="list-style-type: none"> <li><b>Purpose:</b> To develop, execute and manage an efficient and effective Brand strategy</li> </ul>			
Main Accountabilities	Key Performance Indicators	Skills & Experience	Competencies
<ul style="list-style-type: none"> <li>Manage and develop Brand strategy e.g.               <ul style="list-style-type: none"> <li>TV advert production</li> <li>Marketing calendar development &amp; rollout</li> <li>Campaign content production in line with Marketing plans</li> <li>PR Strategy and implementation</li> <li>Organic social strategy &amp; management, inc influencer management</li> <li>New brand launches inc supplier/talent management (e.g. Julien Macdonald)</li> </ul> </li> <li>Seasonal brand identity development inc seasonal brand guidelines &amp; TOV</li> <li>Budget control - seasonal, period and weekly trading reviews PR/Creative/Organic Social</li> <li>Management of weekly product, content &amp; brand cross-functional meetings</li> <li>Credit strategy execution (creative &amp; messaging)</li> <li>FGH projects - devise, implement, test &amp; roll out</li> <li>Team and people management</li> <li>Close liaison with onsite trading team, Digital Marketing team</li> <li>To be committed to the fair treatment of customers at all times</li> <li>To comply with FCA regulations, where applicable</li> <li>Demonstrate behaviours in line with our Company values</li> </ul>	<ul style="list-style-type: none"> <li>Demand targets and ROI met</li> <li>Customer file performance e.g. OR, DPO, Frequency</li> <li>Relevant site traffic metrics</li> <li>Efficient and effective team management</li> <li>Adherence to internal and industry compliance standards</li> <li>Effectiveness and efficiency of marketing budget</li> </ul>	<ul style="list-style-type: none"> <li>Proven experience (preferably 3- 4 years) in all relevant areas of marketing</li> <li>Educated in Marketing, Business Studies to A Level or Degree Level, OR have relevant experience</li> <li>High level of drive and motivation</li> <li>Knowledge of emerging technologies</li> <li>Strong analytical, project and process management skills</li> <li>Ability to work under pressure to tight deadlines with high levels of accuracy</li> <li>Strong written and verbal communication skills</li> <li>Can work individually or as part of a team</li> <li>Strong people management skills and experience</li> </ul>	<ul style="list-style-type: none"> <li>Results Focus</li> <li>Customer Focus</li> <li>Planning and prioritisation</li> <li>Teamwork</li> <li>Communication</li> <li>Managing Self and Others</li> <li>Negotiating and Influencing</li> <li>Technical Skill</li> <li>Business Improvement</li> <li>Judgement and Decision Making</li> </ul>

Customer First

Integrity

Together

Innovation

Fair

<ul style="list-style-type: none"><li>• To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work</li><li>•</li></ul>			
<b>Dimensions:</b> Reports to the Head of Marketing and works closely with Onsite Trading Team, Marketing Services, Digital Optimisation Team.			

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