

ROLE PROFILE

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

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

Customer First

Integrity

Together

Innovation

Fair

- To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work
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Dimensions: Reports to the Head of Marketing and works closely with Onsite Trading Team, Marketing Services, Digital Optimisation Team.

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