



Job Title:	Marketing Manager
Department:	Commercial
Base Location:	Tewkesbury
Hours:	Minimum 40 hrs per week
Relationships:	All departments
Responsible to:	Commercial Manager
Responsible for:	Marketing Executives

JOB DESCRIPTION

Established in 1938, Cotteswold Dairy is one of the UK's leading independent, family-owned dairies. We support local farmers and communities by delivering the freshest, finest quality products and first class customer service.

Team Cotteswold:

At Cotteswold Dairy we recognise that we will achieve far greater success working as a team, with empathetic people management and valuing each other, our staff and our customers.

The aim of 'Team Cotteswold' is to give a disciplined and determined effort to value everyone and everything and as a consequence make the Company the first preference for employees and customers alike over the long term.

The Team Cotteswold Purpose:

Being at the heart of a responsible and sustainable dairy community

Overview:

A strategic and influential leadership role, the Marketing Manager must understand and embrace the company's purpose, vision and values and actively promote these both internally and externally. Whilst ensuring that our brand values are communicated to all stakeholders regularly and appropriately.

The Marketing Manager will work with the Commercial team to understand the company's sales and growth ambitions, designing strategies to help achieve these. The strategies designed will be delivered through the leadership of the Marketing team and monitored for performance and success.



Main Duties & Responsibilities:

- Leadership of the Marketing Department
- Creating, implementing and managing Marketing Plans and Strategies to meet the company's objectives
- Communication of the company's purpose and values to all Stakeholders
- Ensuring brand consistency across the company
- Management and development of the company's social media strategy
- Support the Commercial team with their marketing needs and assist them to develop marketing strategies for their areas and markets
- Support the wider business with their marketing needs and requests as and when needed
- Promotion planning, sourcing, execution, results reporting and recommendations for future promotions
- Process planning, creation, training and implementation for all Marketing processes
- Ensuring that the Marketing Department is compliant with all relevant regulations such as BRC, Red Tractor, Organic and Trading Standards.
- Artwork creation, creative writing and generation of all marketing materials and company brand guidelines.
- Manage all marketing communications, media requests on behalf of the business in a responsible and considered manner.
- Manage all tradeshow, events and public appearances for the business
- The design, management and upkeep of the business website
- Liaise with external marketing agencies when/if required
- Commercial negotiation with suppliers where required to gain marketing support
- Responsible for departmental goals and KPI's
- Any other reasonable tasks as requested by the Senior Leadership Team
- Occasional Travel will be required

Skills (Essential):

- A degree in Business, Marketing or relevant field and/or demonstrable relevant experience
- Leadership experience within a marketing setting
- A working knowledge of Adobe Creative Cloud to include: InDesign, Illustrator, Photoshop and Premiere Pro
- An understanding of website design and social media strategy
- Industry experience developing and implementing successful marketing plans for B2B and B2C organisations

Purveyors of **Quality Products** with **First Class Service**



- Influential with the ability to drive our brand
- The ability to communicate our brand values through our marketing channels
- Self-motivated and proactive, possessing high levels of positivity
- Ability to develop processes and procedures and work to timescales
- An understanding of our market segmentation, routes to market and the needs/wants of our customer base
- Outgoing and personable: a great relationship builder
- An eye for detail to ensure accuracy and precision

Skills (Desirable):

- Previous food industry marketing experience
- A CIM qualification
- Experience with sales
- Knowledge of E Marketing

Key Competencies:

Problem Solving:

- Pro-actively solve problems and issues, with creative solutions

Communication:

- Strong ability to communicate at all levels in the organisation
- Excellent written and verbal communication skills

Business Acumen:

- Strong commercial business acumen

Team Work:

- A team player with a positive and flexible attitude
- Takes responsibility for personal development, and continued professional development.

Planning & Organising:

- The ability to prioritise and meet deadlines