**INTERNAL DOCUMENT – NOT FOR EXTERNAL CIRCULATION**

**HERON & BREARLEY**

**CENTRAL SERVICES**

**MARKETING CO-ORDINATOR**

**ROLE PROFILE**

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| **STRUCTURE** | **LINE MANAGEMENT RESPONSIBILITIES** |
| This role is located at Group Head Office and forms part of the Marketing team reporting to the H&B Marketing Manager. The Marketing Manager will appraise and evaluate performance; with input from the Head of Retail Estate Operations (IoM & UK), for Campaign Management and Delivery activities. | N/A |

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| **MISSION & PURPOSE** |
| * Contribute to managing aspects (e.g. collateral, digital and print, design, distribution) of advertising campaigns and materials, including; writing and editing copy for promotional materials, and additional aspects to effectively communicate defined product propositions; using established and new marketing techniques;
* Engage with Site General Managers (SGM’s) to create highly effective and measurable marketing campaigns, championing a customer centric view, with the integration of activities and results;
* Provide clear marketing and research information by collecting, analysing and summarising key data and trends across the hospitality industry, and deliver insightful customer and site category reporting and recommendations for campaign improvements;
* Actively contribute to continuous improvement of the Marketing team with ideas, best practice and solutions. Keep up to date with marketing trends, developments and technological advances within the Marketing function and consider their impact and value for the team and to the Company in general.
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| **KEY RESPONSIBILITIES & DELIVERABLES** |
| * **Campaign Management**
	+ Assist the marketing team to deliver, manage and evaluate marketing campaign strategies and category activity plans for the Group Retail Estate, on time and within budget;
	+ Establish and maintain open lines of communication with SGM’s to ensure:
		- effective execution of campaigns across each site category,
		- productive working relationships to maximise potential for promotions as appropriate, and raise the standards of public perception in general;
	+ Write and edit copy for a range of digital and printed promotional materials;
	+ Be responsible for the sourcing of campaign materials;
	+ Work with identified stakeholders to obtain “buy in” for campaigns and to obtain information to devise, prepare and produce campaign activity and content.
	+ Ensure all information is accurate and passes through the official sign off process by the Marketing Manager (and the Head of Operations for the UK & IOM Estates).
	+ Consider marketing initiatives to increase sales across the Wholesale operating business;
	+ Building and managing external relationships in order to assist in the delivery of successful campaigns and promotions across the Group Retail Estate.
* **Campaign Reporting**
	+ Ensure each campaign has clear metrics as agreed with the Marketing Manager, Head of Operations and the Retail Management Accountant and ensure that campaigns are achieving appropriate ROI in line with KPI’s and company goals;
	+ Deliver campaign reports of results against metrics, including use of web analysis tools such as Google Analytics, email data reports, KPI report evaluations, customer footfall and bookings reports etc.
	+ Regularly communicate campaign performance results to the Operations Team and SGM’s to provide insights into the campaign performance;
	+ Carry out post campaign analysis to report KPIs and distribute “lessons learned” for future campaigns.
* **Social Media Management**
	+ Monitor feedback from online sources and prompt site social media champions to engage with customers in a timely manner
	+ Support Audit with social media reporting on a monthly basis
	+ Create social media graphics as and when needed
	+ Management of key social media sites such as; “Pubs & Bars” and “Market Town Taverns”.
* **Market Analytics**
	+ Conduct research and compile and analyse data on current food and drink trends, competitors and market place in the Isle of Man and in the UK to identify market trends;
	+ Interpret data and communicate research findings, recommendations and actionable insights to internal stakeholders.
* **Business Intelligence** (Market & Customer)
	+ Provide competitive analysis on industry market offerings, identify changes in market trends, pricing/business models, sales and methods of operation;
	+ Keep up to date with current developments in the market by competitors and communicate impact analysis to key stakeholders;
	+ Perform ad-hoc data gathering, research and analysis on competitors.
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| **SKILLS COMPLEXITY AND CREATIVITY** | **Essential** | **Desirable** |
| Possess a high level of attention to detail with the ability to critically analyse large amounts of data succinctly and provide interpretation reports; | ✓ |  |
| Ability to deal with all work matters professionally and confidentially, exercising a high level of discretion, independence, and judgement when completing responsibilities; | ✓ |  |
| High-energy team player, used to working in a matrix management environment, and self-motivated to managing and deliver on multiple, converging deadline projects; | ✓ |  |
| Possess excellent verbal communication skills; able to influence or persuade others to gain acceptance, agreement or commitment to ideas and approaches; | ✓ |  |
| Possess a high level of self-awareness; understands own and others strengths and development areas and utilise them accordingly; ability to anticipate needs and proactively take action/make suggestions; | ✓ |  |
| A self-starter, with excellent analytical skills. Well-organised with the ability to work under pressure with minimum supervision; | ✓ |  |
| A strong sense of urgency, initiative and drive to get things done correctly, with emphasis on working with and through people in the process; | ✓ |  |
| Able to establish and maintain positive working relations internally and externally to achieve strategic goals and objectives; | ✓ |  |
| Able to step outside normal job description as required and be comfortable doing this to deliver the required service to the business, working independently, and as an active team member; | ✓ |  |

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| **EXPERIENCE, EDUCATION, TYPICALLY** | **Essential** | **Desirable** |
| Recognised degree in Sales, Marketing or another related field. Or a relevant professional qualification; | ✓ |  |
| 1-2 years’ work experience gained in a Marketing role; |  | ✓ |
| Knowledge of Marketing Analytics Excellent knowledge of search engines, web analytics and business research tools; | ✓ |  |
| Proficiency with Adobe Software |  | ✓ |
| Excellent Proficiency in the Microsoft Office (Word, Excel, PowerPoint, Publisher and Outlook) products (ideally with some advanced Excel formula knowledge) | ✓ |  |

The above statements are intended to describe the general nature and level of the work being performed. They are not construed as an exhaustive list of all deliverables and responsibilities and duties. All employees are expected to be flexible in approach and may be required to perform other duties as may be reasonably required for the benefit of the Heron & Brearley Group and to add value.

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| **Date prepared:** |  |
| **Agreed by:** | **Incumbent**  | **Manager** |
| **Review date:** |  |