

Marketing Manager

December 2015



We're on the hunt for a marketing manager who can help us build on our success and become an important part of our next phase of development. This is a chance for someone to play a key role in our small and energetic team by taking responsibility for devising, managing and executing our marketing activity in an imaginative yet commercially-focused way, embracing contemporary trends and technologies.

The role includes:

- Devising and executing a multi-format marketing strategy that achieves defined goals.
- Monitoring, analysing and evaluating the effectiveness of all activity.
- Identifying and using new and cost-effective communications, public relations and marketing platforms and tools as they evolve.
- Generating, managing and sharing digital content, including concept generation, writing and editing copy, manipulating images and footage, creating graphics.
- Managing our social media, websites, e-messaging and other digital platforms in connection with the above.
- Creating and editing copy for all our other marketing communications, reaching a wide range of audiences.
- Assessing the commercial potential within our marketing communications tools.
- Producing marketing materials for a variety of applications, from printed publications to signage, where necessary writing a brief to designers and commissioning and overseeing production.
- Creating and maintaining media contacts, producing and circulating press releases and conducting media (and other) briefings.
- Commissioning and managing PR contractors.

Experience and skills required:

- At least 3 years' experience of creating and managing marketing and PR initiatives.
- Demonstrable experience of understanding and using digital technologies and communications tools.
- Demonstrable ability to write accurate and compelling copy.
- Understanding of the food and drink supply chain.
- Quick thinking self-starter, with the ability to generate new ideas.
- Sound understanding of budget and contract management, including writing specifications and proposals.
- Educated to degree level or equivalent.
- Excellent inter-personal skills, with ability to work within a very small team and to communicate well under pressure.
- Demonstrable ability to proactively manage own workload and hit KPIs.

Desirable:

- Understanding of photography and/or graphic design.
- A PR, marketing or management qualification.

What the right person can expect from the job:

- Varied work where no two days are ever the same.
- Working among interesting people and products.
- The chance to become a (much sought after) specialist in our field of work.
- The opportunity to input into creative initiatives and see their own ideas come to fruition.
- A beautiful office environment in the Cornish countryside, with free parking.
- Being part of a friendly team that gets things done.
- Personal and career development.
- Attractive salary.

Other information:

The nature of the job is such that it will involve occasional evening and weekend work and the need to travel outside Cornwall, including overnight stays, from time to time.

Own car and driving licence are essential.

This is intended to be a full time role - 37.5 hours, Monday to Friday. Part-time options will be considered, but the minimum requirement is for 5 hours per day, i.e. 25 hours per week.

Salary: £24,500 to £31,000, depending on ability and experience. Part-time salary pro rata.

How to Apply:

Electronic applications only please. A CV of no more than 2 sides of A4 to be supplied in pdf format along with covering email of no more than 200 words. Please address your application to ruth@cornwallfoodanddrink.co.uk using the heading 'Job application'.

Applications close at 10pm on Sunday 13th December. First round telephone interviews are expected to take place during the week beginning 14th December. Start date asap after 1st February.

We are unable to enter into discussions about the job or individual applications by email or phone prior to the closing date but if you have an critical question about the job that is not answered in any of the information provided, please telephone Ruth Huxley on 01872 865101.

We will acknowledge all applications on receipt and endeavour to inform all shortlisted applicants by 10pm on Monday 14th December. We're very sorry that we will not be able to notify all non-shortlisted candidates individually.

Thank you for your interest.

Cornwall Food & Drink Ltd · Chapel View Farm · Coombe Lane · Bissoe · Truro · TR4 8RE

Registered in England and Wales. Registered number: 7124725. VAT no: 995 5270 72

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