



Brand Manager

Date: July 2021

Salary band: £26k - £30k + company bonus scheme

Location: Newport

Duration: Permanent

Hours: 8am – 5pm

Line manager: Head of Marketing

Direct reports: NA

Scope of role:

The Brand Manager is a custodian of our brand(s) with a keen eye for detail and a passion to bring new and exciting digital brand developments to the department. They are a self-motivated, proactive, key cog across the full marketing mix as part of a small team and have a creative flair for design.

Their friendly, can-do attitude allows them to seamlessly execute our pre-determined fruit season marketing plans aligned to our global customer accounts and they will directly support the commercial team with targeted marketing campaigns, from first sight, through contact to retention.

Responsibilities:

- Responsible for companywide marketing toolkit being up to date, relevant and easily accessed in both our document storage system and on our intranet providing a consistent and evolving brand base for the business globally
- Audit and management of company intranet static content and branding
- Brand alignment and asset creation (using Canva) to develop internal and external graphic requirements including but not limited to, social media, banners, intranet graphics, digital media campaigns
- Creation of content, sending and reporting on targeted email communications via MailChimp where applicable, including responsibility for our corporate database within the system
- Working closely with the global commercial team to fulfil marketing service requirements related to direct sales support to include but not limited to; key account tier planning, advertising, video production, briefing within team for relevant blogs, articles and social media marketing
- Extracting and analysing analytics across our full suite of platforms to benchmark and improve performance using GoogleAnalytics
- Hands on in digital and physical events aligned to our commercial strategy and with those led from the ground up with taste testing and retailer experience roadshows

Requirements:

- At least 3-4 years experience in a busy marketing environment (international and multicultural stakeholder experience preferred)
- Ability to interpret brief and write prose to an excellent level
- Design software experience preferential – Canva or similar

- Hands on experience with a range of digital marketing aspects including but not limited to; social media platforms and social planning suits, automated email platforms and database management software
- Good understanding of SEO, working with the Marketing Manager to integrate key brand words into communications
- The ability to multi-task in a complex and dynamic environment
- Solid attention to detail, and excellent time management skills
- A commitment to teamwork and working in a collaborative manner
- Enthusiastic, diplomatic, and calm under pressure
- Working proactively to tight deadlines in a fast-paced working environment

Who we are:

As a fast paced international business who are continually growing and developing, we nurture a culture of self-motivated, hardworking and honest individuals.

We have clear company values that we encourage our people to live by. It is important that applicants can uphold these values.

Integrity- act with good character, ethics and morals

Trust - build your relationships on trust

Openness - talk straight, communicate well, and be open to new ideas

Respect and patience - be tolerant, good natured and understanding

To help others - make a difference to others lives in a positive way

Work hard and enjoy life - contribute and enjoy your role

Recognise success - when praise is due say 'well done'

Continual improvement - always strive to do a better job

Benefits:

- 21 days holiday + Bank Holidays
- Annual bonus scheme
- Relaxed dress code
- Relaxed multicultural environment

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PLEASE NOTE: We request two reference contacts with your application for this role. If you do not wish for referees to be contacted prior to a job being offered, you must clearly indicate this within your application.