

Job title	Marketing Manager	Reporting to	
Location	Horsham, West Sussex / hybrid	Position type	Full time
Direct Reports:- Creative Designer and Website Executive & Digital Marketing Executive			
<p>Job description:-</p> <p>The Marketing Manager will lead and deliver all aspects of marketing for CASCO Pet globally. The role requires a strategic thinker who can translate business objectives into actionable campaigns to strengthen CASCO Pet's brand credentials and leadership position within the Pet and Veterinary Industries.</p> <p>Being responsible for campaign planning to execution, ensuring full reporting and analysis is carried out to inform and optimise future activity. With a core focus on digital marketing it is essential the Manager has hands on CRM/marketing automation system (preferably SalesForce /Pardot) as well as experience of managing multiple social media business profiles. A team player that can motivate, inspire, and mentor.</p>			
Key accountabilities - main areas of responsibility			
<p><u>Marketing Strategy, Planning & Budget Management:-</u></p> <ul style="list-style-type: none"> • Develop marketing strategies for our brand and products across all target territories (UK, USA, Europe and Australia) • Form and execute integrated Annual Marketing Plan. A high-level plan that meets company objectives and outlines the key channels and messages for the year • Develop quarterly Activation Plans – detailing timings, media selection, messaging, engagement activity, press releases, social etc. Ensuring this plan is shared with all appropriate areas of the business and executed within budgets and timelines • Recommend developments to Sales Force and Pardot and implement customer-based engagement programme to enable more personalised & relevant communications • Review campaigns/plans making adjustments as and when necessary • Develop the corresponding marketing budget and once approved, ensure it is managed efficiently and effectively Audit current database, define requirements, select & implement communication infrastructure (i.e., email service provider, stats tools etc) <p><u>Digital Management (CRM, Website & Social):-</u></p> <ul style="list-style-type: none"> • Develop CASCO's integrated digital strategy – ensuring we have a right time, right message, right channel approach. • Identify and implement relevant customer engagement initiative that drive leads, sales and loyalty. • Where necessary make changes to website via CMS • Ensure website is optimised for search engines (SEO) – keeping CASCO Pet in top 3 searches for key products and brand searches. • Meeting relevant legal requirements such as accessibility standards, freedom of information and privacy • Writing and editing content, designing web pages as and when necessary • Set digital targets • Oversee the management of all social spaces (FB, Twitter, Linked in, Instagram etc) • Oversee the on-going management of web domain names and hosting • Ensure all areas of the website are tested to ensure consistent 24/7 operation • Compile and distribute website and digital channel reports on a monthly basis 			

Event Management

- **Responsible** for all aspects of exhibition management
- **Work with Sales and Product team** to establish which shows CASCO Pet should attend, agree stand/booth size, organize hotels, transportation and other necessary facilities for the show (all on stand requirements – flooring, power, water, wifi, digital visitor Apps etc etc)
- **Organise** the working cross department project team **and run weekly update meetings**
- Responsible for updating and managing the Project worklog to ensure actions are logged, achieved and any issues are overcome.
- Manage budget for each show to ensure no overspend

Collateral Production:-

- Work with the sales teams to deliver compelling relevant, on brand marketing content and collateral for existing and prospective clients
- Oversee the creation of content (by the marketing team or agencies – where appropriate) for email campaigns, literature, social media, paid advertising, PR articles, info graphics and a range of other marketing led content as necessary
- Evaluate copy and design for all marketing collateral; video, emails, literature, web pages, press releases etc
- Responsible for the quality of all outputs.

Brand Management:-

- Ensure high standards of brand integrity at all times, acting as a custodian for the brand
- Working with the CEO and Management Team to embed the brand values and behaviors across the entire business
- Manage the company's brand proposition to the market and align all marketing activities to this proposition
- Manage the company's Corporate Identity including brand values, behaviors & tone of voice
- Ensure brand guidelines are incorporated in all internal and external materials
- Ensure all customer touch points, from website, brochures, tradeshows and all external marketing communications reflect the brand and tone of voice

Project Management:-

- Owning the communication plan & delivery
- Write briefs for projects whether managed internally or externally
- Ensure the appropriate resource and budget is allocated to each campaign
- Be capable of managing multiple projects at one time without unnecessary compromise
- Analyse campaign outcomes to draw insights & sound decision making on next steps
- Report campaign results to the senior management team on a regular basis

Team Management:-

- Set Team and individual goals and objectives
- Hold weekly 1-2-1 and team meeting. Ensure campaigns are progressing and goals are being met.
- Motivate **& manage** the marketing team to ensure they understand their role, objectives and responsibilities
- **Delegate** and **oversee** appropriate projects and ensure all are **delivered** on time, within budget and on brand
- **Mentor** and identify training and development opportunities
- **Identify projects that require agency support.** Ensuring the agency resource is carefully managed within the brief specified and budget/time allocated.

Contacts	
External	Internal
<ul style="list-style-type: none"> • Suppliers (printers, uniform suppliers etc) • Agency – Grandad, Ninja Media, UK Fast • Translation services • Customers (where appropriate) 	<ul style="list-style-type: none"> • Creative Designer & Website Executive • Digital Marketing Executive • Marketing Consultant • CEO • Management team • Production team • Print team • Sales • Accounts • Customer Support

Role Related Expertise - Qualifications, Skills and Knowledge required
<p><u>EXPERIENCE & QUALIFICATION</u></p> <ul style="list-style-type: none"> • Previous experience in Marketing Management role – minimum 3 years • A certificate or degree or equivalent in Marketing, preferably Chartered Institute of Marketing (CIM) or Digital Marketing Institute (DMI) • At least 3 years Digital Marketing experience is essential, including hands on experience of Google Analytics, Google Ads and all aspects of Social Media engagement (free and paid) • Experience of using a large-scale Marketing Automation System – preferably Pardot by Salesforce (minimum of 1 year) • Strong skills in Microsoft Office, particularly in PowerPoint • Experience of photoshop or alternative • Basic understanding of HTML • Exceptional strategic planning and analytic skills • Ability to plan and manage multiple campaigns • Strong Creative and Design expertise • Copywriting skills • Website and digital asset management (using a CMS) • Ability to multi task • Excellent commercial acumen • Strong budget management skills • Exceptional organisational, communication and project management skills • Ability to manage a direct report and effectively delegate and mentor

PACKAGE

- Salary up to £60k p/a depending on experience
- Hybrid working opportunities (home equipment provided)
- Bring your dog to work, subject to the company's Petiquette guidelines
- 22 days leave, plus bank holidays per annum. Plus an additional day's leave for each completed year of service, up to a maximum of 5 years.
- Plus a day off to celebrate your birthday*
- Annual profit related bonus
- Wellbeing Health Scheme
- Employee Assistance Programme
- Company pension
- Free on-site parking

*after 2 years continuous service and when the birthday falls on a working day