

Marketing Manager B2B and D2C

THE ROLE

We are seeking a Marketing Manager experienced in both B2B wholesale trade and D2C digital commerce, merchandising and brand marketing. This is a hands-on, metrics-driven role with the opportunity to build a team and develop the marketing function going forward. The position is full-time at our HQ in Keswick, Cumbria, UK with some remote working possible.

The duties of the role include the following key areas:

- Gather and understand consumer and channel insights through market research using the data gathered to develop and implement a global marketing strategy for the brand
- Analyse business trends and understand competitors' strategies
- Review existing and recommend effective pricing and promotion strategies
- Develop digital retail and wholesale marketing plans that will support brand growth and demand planning
- Develop and implement launch programmes for new products and collections
- Work with Sales to develop targets and specific plans to achieve business objectives
- Develop sales presentation materials for new products analysing results by region
- Work with developers to make website improvements and lead a project to implement a new ecommerce platform
- Research, test and implement on-brand marketing material for advert copy, keywords and design. Monitor, analyse and optimise campaigns.
- Help develop content that establishes the brand as the leading luxury product
- Create a sales-driven social media strategy for the brand and monitor campaign impact by platform
- Ensure a correct and consistent brand style guide and consumer messaging
- Track and monitor digital marketing activity to provide regular updates and make recommendations to improve performance.
- Collaborate with a variety of team members to write copy for product descriptions, email communications and other marketing collateral
- Develop and maintain a deep understanding of the needs of consumers and trade customers

ABOUT YOU

You are a marketing professional with excellent trade and commercial experience. Most importantly, you have a strong desire to achieve ambitious career goals and progress in your field.

Your key qualifications include:

- Hybrid background in trade and commercial marketing
- Demonstrated commercial acumen and good understanding of the customer management process
- Strong analytical skills to identify critical issues and opportunities, evaluate options and provide clear recommendations for growth
- Knowledge of digital commerce, merchandising and marketing
- Experience with content optimization to achieve sales goals
- Demonstrated experience using KPIs to impact business goals
- Experience delivering successful campaigns from concept to execution to reporting and optimization

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- Advanced usage of technology including the use of Content Management Systems, Excel, eCommerce platforms and cloud-based collaboration tools
- Understanding of and the ability to direct team members in developing online communities to drive growth
- Strong oral and written communication skills
- Knowledge of the DIY craft sector and/or a strong desire to learn
- 3 years of experience in the areas of key qualifications
- GCSEs in English and Maths

To apply, please send your cover letter and CV to Jobs@TheFibreCo.com.