



Marketing Manager

Job description

This is an exceptional opportunity for an experienced all round marketing manager to join a growing company where they can make a positive impact. We're looking for someone who has empathy with the core values of the brand and has the energy and creative flair to bring new ideas and experience to the team.

Our ideal candidate has experience developing and executing marketing campaigns while managing and inspiring a team. They will be comfortable with day-to-day marketing activities, as well as long-term strategy.

You would be directly reporting to the Commercial Manager and responsible for a small, but talented and enthusiastic marketing team.

About us

We're Earthborn, an environmentally friendly designer paint brand. And we're dedicated to creating paints perfect for home decorators, interior designers and trade folk that are better for the planet, your home and your health.

Over the last 20 years, we have established ourselves in the UK as a credible, independent eco paint with a unique range of products. Selling through a network of paint retailers and merchants, interior design outlets and, increasingly, through our online shop.

The post and responsibilities

Act as the brand guardian, ensuring all marketing materials and communications are accurate, consistent and on brand.

Develop and implement strategies and tactics based on the overall business strategy, to boost the company's reputation and raise brand awareness in both the eco and designer paint markets. You would also be involved in brand, product and colour development.

Planning, producing, coordinating, and executing marketing campaigns and marketing materials (through digital, email, event, print and social media).

Liaise and brief the brand's PR and digital agencies who assist in managing and maintaining the website and social platforms.

Support our loyal network of stockists with their instore Point-Of-Sale and promotional needs.

Actively monitor competitor, customer, market and industry trends including proposing new channels and targeting and communication strategies to reach new customers.

Arrange and attend shows, exhibitions and lifestyle photoshoots.

Line management of a marketing team.

Oversee and manage the marketing budget, which will involve negotiating and placing purchasing orders with suppliers.

Experience and skills required

- Experience of managing a team.
- Proven experience developing marketing plans and campaigns.
- Although product training will be given, an interest in decorating and in acquiring product knowledge, combined with an awareness of style, fashion, interior design and environmental issues is needed.
- An eye for good graphic design and sound creative judgement.
- Accuracy in all areas of work, excellent proof-reading skills and an ability to ensure consistency across a wide range of materials produced at different times.
- Strong project management, multitasking, and decision-making skills.
- A marketing qualification is desirable.
- Experience of producing and managing a marketing budget.
- The postholder will have a willingness to adapt and accept additional duties as situations arise.

Salary based on experience and the ability to demonstrate the requirements of the role, as a guide £35,000-40,000.

Based at our offices in Frodsham, Cheshire, travel throughout the UK may be required with occasional overnight stays. A full driving licence is essential. The core hours are 9:00 - 5:00 Monday to Friday, however the nature of responsibilities may require additional hours to be worked.