

JOB DESCRIPTION

JOB TITLE:	GROUP MARKETING MANAGER
NAME OF JOB HOLDER:	
REPORTING TO:	MANAGING DIRECTOR
PRIMARY RESPONSIBILITIES:	To develop and execute comprehensive marketing strategies that drive brand awareness, customer engagement, and revenue growth. To oversee all marketing activities, ensuring alignment with company objectives and market trends.

SUMMARY OF DUTIES AND RESPONSIBILITIES MAY INCLUDE:

1. Strategic Planning and Execution:

Collaborate with the Managing Director to develop and maintain an effective marketing strategy that supports business growth and brand positioning.

Ensure the marketing strategy aligns with the company's developing vision, growth objectives, and market demands.

2. Campaign Development and Management:

Design, implement, and monitor marketing campaigns across various channels, including digital, print, and events.

Evaluate the effectiveness of campaigns and adjust strategies to optimize performance and ROI.

3. Brand and Collateral Management:

Oversee the development and maintenance of the company's brand identity, ensuring consistency across all marketing materials and communications.

Manage the creation of marketing collateral, such as brochures, presentations, and digital content including an internal job management system.

Hands on management and assistance with the production of marketing materials including both creative and design input.

4. Market Research and Analysis:

Conduct market research to identify trends, customer needs, and competitor activities.

Utilize insights to inform marketing strategies and identify new opportunities for growth.

5. Leadership and Collaboration:

Lead and mentor the marketing team, with wider influence across MGUK, fostering a collaborative and innovative environment.

Work closely with other departments, including sales and product development, to ensure cohesive marketing efforts.

Oversee the creation and release of new product to ensure accurate and effective launch including comprehensive online information.

6. Budget Management:

Develop and manage the marketing budget, allocating resources effectively to maximize impact. Monitor expenditures and report on budget performance to Board level.

7. Digital Marketing Oversight:

Oversee the company's online presence, including the website, mobile APP, online store and social media platforms.

Implement SEO, SEM, and content marketing strategies to enhance digital visibility and engagement.

Leverage company data through emarketing promotional activities for both current and prospective customers, including targeting and automation.

8. Stakeholder Engagement:

Build and maintain relationships with external partners, agencies, and media contacts. Represent the company at industry events and conferences to enhance brand presence.

9. Performance Reporting:

Track and analyse key performance indicators (KPIs) to assess the success of marketing initiatives. Provide regular reports to the Board of Directors on marketing activities and outcomes.

10. Be an active member of the Senior Management Team with contribution to wider company goals including ESG development, growth strategies and continuous quality improvement.

11. Embrace technology, working with a data first approach including departmental development and company improvement.

12. Ensure all post related and company policies including absence reporting, H&S reporting and holiday scheduling are adhered to by all Team members.

13. At all times operate within Company policy.

14. Any other duties as assigned by the Directors *including* internal auditing and process review.



Signed for and on behalf of Merton
Group UK Limited.

Name: _____

Date: _____

Signed by employee – confirming that
employee is in agreement with details
as laid out in this job description and
will carry out duties and responsibilities
at all times.

Name: _____

Date: _____

