



## Marketing and communications manager. Job description.



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This job description sets out the scope of the role of Marketing and communications manager at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

### 1. Reporting to

Managing director, with day-to-day activity managed by the Commercial director (dotted line report)

### 2. Scope of role

Responsible for the marketing function at Fresh Egg. To cover creation and implementation of all elements of strategy and planning that enhances brand equity and assists Fresh Egg in achieving its company objectives.

To plan, develop, implement and measure Fresh Egg's marketing, communications and public relations activities, both external and internal, delivering measurable projects and campaigns on time, within budget and to a consistently high quality.

All activity to have a measured output that is reported on.

Produce sales support material to support the sales team (supported)

- One-pager
- Pitch docs
- Strong case studies
- Proposal support templates
- Other as required

### 3. Main responsibilities

#### Campaign strategy

- To develop and periodically update Fresh Egg's marketing strategy tightly aligned with – and designed to support – the agency's sales strategy
- To utilise the marketing strategy to create and implement a marketing plan
- To develop and manage, in conjunction with department heads, an integrated digital marketing plan to support the promotion of each discipline
- To co-ordinate the development of the Fresh Egg website in line with brand guidelines and sales strategy requirements
- To develop and maintain a highly-tuned funnel marketing strategy
- To run effective marketing campaigns which deliver Fresh Egg's key messages, USPs and brand collateral to the target channels and industry sectors
- To position Fresh Egg as an authority within our specific product areas

### **Best practice and organisation**

- To manage all third party event attendance from conception through to delivery in line with sales strategy priorities
- To produce and keep up-to-date a clear set of brand and style guidelines
- To co-ordinate, produce and deliver client and staff email newsletters
- To co-ordinate and produce awards entries for relevant projects/clients
- To plan, organise and manage Fresh Egg client and prospect events
- To ensure your knowledge of the digital marketing industry is kept up to date and relevant by networking/researching/reading blogs and news sources
- To freely share knowledge, insight, best practice and ideas relevant to the promotion and marketing of the business
- To develop and manage the agency's use of marketing software and its integration with the CRM system

### **KPIs and reporting**

- To produce clear ROI reporting of all scheduled activity
- To develop clear and insightful weekly leads reporting
- To design and implement best-in-class tracking of all web activity and leads (with support of insight team)

### **Communication**

- To work collaboratively with a diverse staff team to create and manage cross-organisational, integrated marketing strategies
- To act as a key representative/ambassador for Fresh Egg at relevant events as required
- To work with the MD, commercial director and sales director to design an efficient channel partner marketing framework

## **4. Key skills and experience**

- Educated to degree level in English, media studies, marketing, communications studies, journalism or an equivalent specialism
- Strong marketing experience
- Proven success in writing professional web and marketing copy, with the ability to produce compelling and optimised copy while maintaining brand messaging, persuasiveness and readability
- Proven listening, negotiating and influencing skills
- Creative thinker with proven campaign experience
- Excellent communications skills, with a solid knowledge of English grammar and the ability to present ideas in a clear and concise way, both verbally and in writing
- Analytical, with the ability to interpret information, news, data and research quickly – and distil the most important/relevant information to inform unique and innovative new content and creation ideas
- Blogging experience within the digital sector
- Excellent working knowledge of major social media channels including Facebook and Twitter

- Proactive and highly organised, with strong time management and planning skills, meticulous attention to detail and a proven ability to multi-task
- Proven ability to meet tight deadlines and remain calm under pressure

#### 5. Key behaviours

- Excellent communication skills
- Bright, self-motivated and driven
- Highly creative and full of ideas
- Curious in nature with a lively, broad ranging intellect
- Passionate about driving campaign ideas forward
- Quick thinking and adaptable
- High sense of personal responsibility
- Analytical and inquisitive, with excellent attention to detail
- Innovative and creative, with a concise, precise and effective approach to problem solving
- Good at absorbing large amounts of information, with a general hunger for learning
- Credible, confident and articulate, with good presentation skills
- Reliable, flexible and cooperative
- Diplomatic and tactful
- Able and willing to work outside normal hours when necessary
- Personable and approachable, with an enthusiastic and motivational nature and an overall passion for excellence