



Job Title: Group Marketing Manager

Reports to: Group Managing Director – Fullwood Packo Dairy Group

Direct Reports/Indirect Reports: Marketing Assistant/Executives

Who Are We

Fullwood Packo Group design, manufacture and distribute state of the art milking equipment worldwide and for over 85 years have been recognised as being at the forefront of milking technology.

Job Summary

The Group Marketing Manager holds ultimate responsibility for Fullwood Packo Dairy Group marketing activities and oversees the development, execution and delivery of a fully integrated marketing strategy for the business such that it exceeds the business goals defined in the annual and five business plans.

Key Duties

Research & Planning:

- Managing all marketing for the company and activities within the marketing department
- Establishes marketing goals based on market forecasts and business projections
- Developing the marketing strategy for the Group in line with agreed objectives
- Overall responsibility for Fullwood Packo brand management and corporate identity
- Oversees current product offerings and comes up with initiatives for new products or services
- Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Co-ordinating marketing campaigns with sales activities and external suppliers
- Planning and implementing Group wide promotional campaigns

Execution of Marketing Plans:

- Creation and publication of all marketing material in line with approved marketing plans and budgets
- Works with Product Managers and Sales to develop detailed marketing plans for all media channels especially website, social and digital media hitting deadlines and supporting Group Subsidiaries
- Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects across the Group
- Manage and improve lead generation campaigns, measuring results, conversion factors and success rates
- Tracks all marketing and sales data and creates detailed written reports and verbal presentations to bring to senior executives



- Works within the department budget to develop cost-effective marketing plans for each product or service
- Execution of all marketing messages across international networks covering all sales channels

Person Specification:

- Marketing Degree qualified
- Minimum five years' experience at Marketing Manager level
- Proven track record of sales/volume growth due to marketing activities and KPI driven
- Must have extensive experience of OEM marketing through dealer/distribution channels
- Agriculture market experience preferred but not essential
- Strong analytical and project management skills and fastidious about hitting deadlines
- Confident and dynamic personality with strong creative outlook
- Works autonomously but effective within the Commercial Team

What We Offer

- A fulltime permanent position
- An exciting position in an interesting innovative area with a growing, international company.
- The possibility to develop yourself in an organisation with a flat structure and entrepreneurial attitude.
- 37.5 weekly flexible working hours
- Competitive salary plus other benefits.
- 25 days + bank holidays
- Contributory pension scheme

Applications

If you are interested, then please submit a CV and covering letter to hr-uk@fullwoodpacko.com.

For more information about Fullwood Packo Group please take a look at our website www.fullwoodpacko.com.

Closing date for applications is 04/02/2019

STRICTLY NO AGENCIES