

elemental herbology

JOB DESCRIPTION – MARKETING MANAGER

Reporting to: Sales Director

Job Purpose:

GENERAL

- Plan and implement marketing strategy for the Company's trading year (April - March).
- Establish the marketing budget for each month on a costed project-by-project basis to deliver the agreed marketing strategy.
- Work on launch plans for new product development. Create and arrange all assets associated with launches including images, posters, presentations, product information, uploading products to the website.

ONLINE

- Management of the website content, including imagery.
- On a monthly basis change promotion, design new rolling page imagery, check mechanisms are working correctly.
- Investigate and resolve customer issues on the website.
- Updates for social media.
- Design, upload and send out regular e-communications and newsletters.
- Management of the digital agency relationships including website developers, affiliate, Facebook Advertising.
- Write and upload blogs for the company website.
- Create monthly report of EH.com sales
- Create monthly report for the board of directors of website performance and developments.

OFFLINE

- Creation of marketing materials and distribution to sales team.
- Liaise with third party printers to ensure sufficient stock of all marketing materials.
- Liaise with spa accounts and design and arrange print of bespoke literature.
- Liaise with spa accounts to support with events such as goody bags and marketing assets.
- Liaise with Sales Director to create presentations for industry events.
- Establish good relationship with accounts and support with their marketing needs. Visit accounts when possible.
- Assist sales team to provide assets needed to set up new accounts, e.g. resizing images, providing brand information.
- Create promotional calendar to support the retail & spa sales team.