

Clearspring

Job title: Marketing Manager

We're looking for an energetic individual with a keen interest in food, particularly organic and plant-based, to join our growing company and manage all things marketing. Working alongside the existing Marketing team members the ideal candidate will have both UK and International Marketing experience and be keen multi-tasker with a passion for making things happen.

Roles and Responsibilities:

General Marketing and Brand Management

- Reporting to the Sales & Marketing Director and working alongside the Digital Creative Marketing Manager plus the Marketing Executive in the team.
- Developing the marketing strategy for the company in line with company objectives including implementation of the marketing mix, digital marketing and social media strategy, trade and consumer brand communications, trade and customer marketing strategy and event project management, including the development and execution of brand plans driving brand awareness, trial and market penetration. Plus co-ordinating marketing campaigns with sales and trade activities both in the UK and Export channels

Events and Shows

- Management of all Clearspring Exhibitions, Shows and Demos – both for consumer and trade events – with the assistance of marketing executive in the selection of events and booking admin.
- Present marketing reports by collecting, analysing, and summarizing event and industry data

Trade and Shopper Marketing

- Develops concise and effective shopper marketing plans with the sales team and attending Customer Meetings and Presentations supporting Sales and Marketing Initiatives
- Provides in-depth information to interested clients, and acts as a representative for the marketing department in important buyer meetings
- Working with the Export team to strengthen Clearspring marketing efforts with the international distributors around the world.

PR, Advertising and Marketing Collateral, Social Media, Influencer Relationships, Brand Ambassadors, Collaborations and Cause Marketing

- Manage and Handle all PR and Marketing opportunities for Clearspring – trade and consumer with PR Agency to identifying opportunities to secure high quality coverage in trade & consumer media
- Collaborate with social media executive and team members including copywriters and other content creators, by overseeing their work and offering guidance or direction
- Analysing potential strategic partner + influencer relationships for company marketing including brand collaboration, cause marketing and community engagement
- Communicates with various media buyers, advertising agencies, and other services to help marketing projects come to fruition
- Working closely with Digital Marketing Manager and design and advertising agencies and assisting with new product launches and marketing materials

Skills Required:

- Interest and knowledge in Organic + Plant based Foods would be desirable
- 2-5 years' experience in similar role and looking to take on a new challenge
- Good understanding of the Customer, Consumer and Audience in both UK and International Markets
- Management, Organisation and Strategy Experience
- Advertising, Public Relations and Brand Marketing experience
- Project Management and Planning
- Event Management and Team Management
- Knowledge of Social Media Platforms
- Web Proficiency, Computer Software Proficiency
- Content Creation, Proofreading, Copywriting and Editing Skills
- Strong Verbal, Written Communication and Customer Service Skills
- Client Relationships and Interpersonal Communication
- Keen Multi-Tasker and Detail-Orientated
- Budgeting Skills

Please refer to our website at www.clearspring.co.uk for a fuller background to our company values.
Please send your CV and cover letter to jobs@clearspring.co.uk