



Job Description

Job Title:	Marketing Manager
Department:	Marketing
Reports to:	Group Chairman (GC)
Key Relationships:	Product Managers (PM) Country Sales Manager (CSM) National Sales Managers (NSMs) Regional Sales Managers (RSM) Field Agents (FA) Research and Development Manager (RDM)
Location:	Lytham Head Office
Date:	Version 4 – August 2015

Role Summary:

Tangerine Holdings is a group of twelve independently operating companies headquartered in Lytham St Annes. We own a large and diverse product portfolio within the Animal Health arena: Farm Animal, Equine and Veterinary Companion Animal.

The group produces 85% of its own products from modern, state-of the art facilities at its headquarters in Lytham and its sister plant in Leominster. Products are sold under our own brand only to over thirty-six countries worldwide and we have three wholly owned subsidiaries in Germany, Spain and Ireland.

<u>Main Duties:</u>

MARKETING

- direct and manage the Product Managers
- be responsible for the development and implementation of clearly defined marketing strategies for the Farm Division
- prioritise the Division Sales and Marketing requirements with the GC to form an annual plan which will maximise group and individual company ROI
- work closely with the NSM's and CSM's to formulate and implement annual sales and marketing plans and initiatives for both the UK and Irish markets

PRODUCT DEVELOPMENT

- identify new product opportunities through thorough market and competitor analysis
- keep up to date with all competitive developments
- lead product development with the R&D department following an approved process
- constantly strive to improve the existing product offering
- build strong relationships with KOL's and industry leaders

BRAND INTEGRITY

- create the Brand Guidelines for the Farmsense and Agri Lloyd

LITERATURE

- clearly define best practice for the use of marketing and promotional materials
- ensure brand compliance and integrity at all times
- be the final sign off on all materials

ADVERTISING

- manage and build good working relationships with key agencies
- develop advertising campaigns to complement existing sales campaigns and seasonal activities
- ensure brand integrity at all times
- negotiate the best possible rates
- follow the in house SOP number (we need SOP number)

SHOWS

- co-ordinate all space booking ensuring best possible location and price at all times
- in conjunction with the show co-ordinator be responsible for overseeing all stand design
- for all national shows manage and oversee all on site stand construction

MEMBERSHIP REWARDS PROGRAMME

- manage the Agri Lloyd rewards programme
- constantly strive to improve product offering and value
- ensure all programmes are up to date at all times
- develop a monthly communication message to all members by email

SOCIAL MEDIA / WEBSITE

- evaluate, improve and manage the social media and internet-focused marketing strategy

PROMOTIONAL ITEMS

- help select and agree a range of promotional items
- improve offering each year by upgrading quality of range

DIRECT SALES

- responsible for producing a bi-monthly direct mail mini catalogue
- hiring training and managing a telesales team
- manage the e-commerce website
- expand the range of products to produce a Screwfix type catalogue for the farming industry

<u>Other Challenges:</u>

The post-holder may be required to:

- work additional hours to meet the needs of the business
- attend staff meetings and training as needed
- travel to other sites, as needed
- carry out any other duties as are within the scope and purpose of the job as requested by the line manager

Personal attributes

The post-holder will require the following skills:

- minimum five years experience in a similar role at senior level in a B2B marketing environment
- experience of developing and implementing through the line marketing strategies
- demonstrable new product development experience, from concept to launch
- line management experience
- excellent communication
- be well organised and a good time manager
- above average IT ability

This person will be:

- a quick learner
- a self motivator
- flexible
- hard working
- enthusiastic
- a team player

The post holder will be expected to:

- act with honesty and integrity at all times
- demonstrate high standards of personal conduct
- value and respect colleagues and other members of staff
- work with others to develop and improve our services
- take personal responsibility for their words and actions and the quality of service they deliver

Job Review

The job description will be reviewed periodically to take into account changes and developments in service requirements. Any changes will be discussed fully with the post holder.

Signature of Post holder: **Date:**

Signature of Manager: **Date:**