

Retail Marketing Specialist

Up to £32,000

Company bonus scheme

This is a dynamic role within a fast paced and growing marketing department for a true multi-channel retailer, reporting into the Brand and Comms Manager who reports directly into the CEO. The Retail Marketing Specialist will work closely with stakeholders across the organisation and our network of 160 stores. The main marketing point of contact for our regional managers, store managers and the operations team – ensuring that campaigns are effectively communicated and implemented.

The opportunity for the right person to get involved in every aspect of marketing, experience working with top-tier agencies and advance quickly within the department is huge - as we expand both the team and the strategy. The successful candidate should be a proven B2C marketer with experience implementing a promotional calendar, an effective communicator and comfortable being responsible for their own budget.

You'll be able to demonstrably execute cross channel marketing campaigns and manage a network of stores across a geography in a fast paced, target driven environment. You will be able to work on multiple projects at one time, demonstrating high levels of attention to detail, a good eye for design and strong stakeholder influencing skills. A strong initiative, problem-solving skills and the teamwork are essential to making this role a success. A keen interest in interior design and the home would be advantageous.

The Role:

- Help develop and deliver the through-the-line marketing and communications strategy
- Store marketing – POS, campaign assets and customer comms across 160 stores nationwide
- Assist in the management of the production of marketing materials – from posters and POS to press ads and the bathstore brochure
- Assist in the planning and production of tactical and brand TV adverts
- Assist in the creation and implementation of the promotional calendar
- Key role in campaign management, media planning and multi-channel implementation
- Assist in budget management and reporting – owning your own section of the departmental budget
- Ensure all activity is aligned to strategy and meets the financial and brand objectives
- Key point of contact for stores, the operations team and roster of agencies and suppliers
- Assist in content production, photoshoots and influence creative direction

- Editorial control of internal communications and input on external comms

The Candidate:

- Proven experience within a retail marketing executive / specialist role
- Ability to manage multiple tasks, prioritise and manage time effectively
- Graduate calibre (Marketing/Business/Sales preferred)
- Good understanding of market research techniques, data analysis and static methods
- Good knowledge of excel, word and PowerPoint
- Professional and confident in communicating to internal and external contacts
- Good copy writing skills and a creative eye
- Attention to detail and
- Ability to meet tight deadlines