



Job Title: Marketing Manager

Applications: Steve Chambers – Key Accounts Director [schambers@kfpit.com](mailto:schambers@kfpit.com) +44 (0) 1235 539101

**May, 2018**

**Package/Salary: c£25-£30k per year, dependent on experience**

**Location: Based in Abingdon, Oxfordshire**

**Duration: Permanent**

A vacancy has arisen within our head office in Abingdon for a Marketing Manager to support the business with new client acquisition via campaign, website & social media platforms management.

#### About KFP

We are retail. We specialise in providing in-store retail IT systems, services, solutions, project management & support platforms. With over 20 years of experience we work with some of the biggest household brand names on the high street in fashion & hospitality sectors, building close working long standing partnerships built on trust, expertise and a mind set to getting the job done.

#### Our Mission Statement

“Big enough to cope – small enough to care”

Our mission is simple – to provide our clients with truly integrated IT solutions that make a real difference to their business, building long standing relationships so that we can fundamentally understand the needs of our clients. We are not a huge corporate company who may treat clients as an account number. We are neither a small one-man-band offering cheap services. What KFP offers is a perfect blend of experience, structure and a practical approach to enable us to deliver the service that all of our clients have come to expect – a professional service that gets the job done.

#### **Our Culture**

We operate a culture in which our employees are empowered to facilitate customer satisfaction. Ownership & responsibility are deeply rooted principles. We have a strong belief in the people who work within our business, & as a result operate a policy of promotion and personal development from within. The success of the business to date is underpinned by our valuable people & will remain a key differentiator over the long term.

## Job Purpose

To capitalise on continued growth, the business is looking for an experienced marketing professional to work alongside the existing account director team to manage the day to day running of social media, website management enhancements & improvements, general marketing activities and new business acquisition.

Responsible for managing the company's entire marketing output, as well as overseeing the ongoing enhancement and management of all promotional materials and campaigns. To report associated results to management team.

We can offer a dynamic and fulfilling role in a busy office environment. Advancement within the company is an opportunity for all, and as a business we strongly believe in promotion from within.

## Duties and Responsibilities

- Working with Key Account Director & existing business development functions
- To establish and prioritise marketing goals in line with company targets & objectives
- Oversee current offerings with a view to improvements/enhancements
- Evaluate all current sales proposals, quotations, presentations & brochure documentation
- To evaluate and oversee company brand management
- Develop detailed marketing plans for all platforms and media channels
- Tracks all marketing data to effectively report on wins and successes
- Manage and enhance/improve the company website
- Manage and enhance existing email database function
- Further expand the reach of the business across all existing social medial channels
- Manage company representation at key trade shows throughout the year
- Negotiate & manage with any existing partner agencies
- Interview, hire and train marketing staff, as the need arises

The above is not an exhaustive list of duties and you may be expected to perform different tasks as necessary to meet the overall business objectives of the organisation.

## Experience, Knowledge and Skills Required

### Essential:

- 3 years' experience in another similar previous role
- Relevant qualifications in Marketing
- High organisational skills and ability to manage a number of projects at the same time
- To be able to evaluate existing brand output and manage future improvement
- Ability to prioritise own workload
- Strong communication skills – both written and verbal
- Well versed in IT skills for Microsoft Office Suite and CRM Systems
- Ability to work with business tools to accurately report on performance
- Creativity & great attention to detail is essential
- Strong budgeting and project management skills

### Desirable:

- IT literacy at a high proficiency level, preferably within the retail IT sector
- Ability to make decisions in other team members absence
- Degree level or similar in Marketing or business

## Personal Qualities

- Articulate & able to communicate professionally at all levels both internally & externally
- Ability to work as part of a team and support colleagues
- Ability to cope with a demanding workload
- Prepared to take and implement decisions and accept responsibility for own actions
- Self-motivated showing discretion to maintain confidentiality
- Personable, positive and resilient
- Strong work ethic
- Flexible to meet the needs of the business, including working unsociable and weekend hours for time to time