

G . F SMITH

1885 ONWARDS

G . F Smith Job Description – Roles and Responsibilities

POSITION TITLE:	Marketing Manager
DEPARTMENT:	Brand
REPORTS TO:	Director of Brand

PURPOSE OF THE POSITION:

To be responsible for planning and executing the global brand and marketing activity for G . F Smith. To deliver, working closely with the Director of Brand, 360 degree marketing campaigns to ensure the strategic growth and engagement of the G . F Smith audience and community. In addition, to work as part of a multi-disciplinary senior team to inspire, challenge, develop and drive innovation across the business.

KEY MANAGEMENT RESPONSIBILITIES OF THE POSITION:

Respect	<ul style="list-style-type: none"> To be a figurehead To be a role model To show leadership To be a positive ambassador of the Company at all times to all parties To gain respect and show respect at all times
Communication	<ul style="list-style-type: none"> To communicate the Company's values in words and deeds To communicate direction and vision To ensure staff understand what is required of them, the importance of their role and the positive contribution they can make To ensure positive cross-departmental communication To keep staff updated on departmental, company-wide and all other issues
Planning & Organising	<ul style="list-style-type: none"> To ensure efficiency and adaptability within the department To ensure best practice approaches are adopted To continually investigate, evaluate and implement improvements
Motivating & Monitoring	<ul style="list-style-type: none"> To agree, implement and monitor achievement of targets and KPI's for the department and individuals To ensure the team have the skills and support to perform the tasks required To encourage and recognise good performance To deal with poor performance in a discrete, fair and constructive manner. To ensure each individual feels valued To help each individual feel a sense of achievement To act with empathy and understanding

KEY ROLE RESPONSIBILITIES OF THE POSITION:

1. To work with the Director of Brand to contribute to creating the marketing and brand strategy for G . F Smith as part of an annual marketing / business plan.
2. To plan, execute and evaluate 360 degree marketing campaigns across multiple on and off line platforms using audience insights to grow awareness, acquisition, sales and brand engagement for G . F Smith.
3. To work in partnership with G . F Smith's creative agencies and other external partners to ensure tasks are prioritised and delivered on time and within budget.
4. To manage and optimise the customer database and its use for effective targeted campaign work. Build campaigns that nurture and engage with key audience segments and work with the digital marketing coordinator and senior marketing assistant to execute the campaigns.
5. To develop and create processes & guidelines to ensure best practice and efficiencies within the department, working with other key stakeholders.

Partnerships

6. To seek out and suggest new creative ideas, partnerships and opportunities to keep G. F Smith at the forefront of the design community.
7. To plan, execute and evaluate partnership and standalone events in the UK and wider global markets delivered on time and within budget.
8. To seek out and develop sponsorship and partner activities to deliver reach and engagement across like-minded design audiences.

Analytics

9. To collate and analyse all marketing activity, and report and present information to relevant stakeholders, making recommendations and actioning change to optimise and deliver against goals set.

International

10. To plan and execute marketing and event activations in partnership with the International team and our global stockists.

Budget Management

11. To monitor and record relevant budgets and work closely with the Director of Brand to ensure budget sheets are up to date, with internal codes, and that all costs are approved.

Team Management

12. To manage a small internal team ensuring continued development, best practise and excellence.
13. To be responsible for the training, personal development and engagement levels of that team.

General

14. To uphold and deliver the company values and represent the company with passion and pride as a Company Ambassador as well as be a catalyst for continuous improvement and change.
15. To ensure a consistent, quality innovative approach across the business to marketing ourselves internally and externally, including internationally, and to have a positive impact on how we are viewed by all stakeholders.
16. To deliver all responsibilities on time and within budgets.
17. To demonstrate understanding the G.F Smith brand and its products & services inside and out.
18. To carry out any other duties as requested by the relevant managers within the remit of the role.

EA/JH January 2020

KEY PERFORMANCE TARGETS:

These will be agreed/set as part of G . F Smith's performance management framework - Valuing Individual Performance (The VIP process).