

# G . F SMITH

1885 ONWARDS

G . F Smith Person Specification	
POSITION TITLE:	Marketing Manager
DEPARTMENT:	Brand
LOCATION:	London
REPORTS TO:	Director of Brand

## Essential Requirements of the role:

(A list of all the 'must haves' in terms of experience, knowledge, skills, qualifications, personal qualities)

1. A proven background having successfully and professionally delivered the marketing plan across all channels within a high achieving organisation
2. A proven track record of strategic thinking, project management development and delivery.
3. A highly creative mind combined with a high degree of commercial awareness.
4. Excellent team working skills with the ability to form effective working relationships across all levels with internal and external partners.
5. A fit with the G . F Smith culture and brand.
6. The ability to lead and inspire others.
7. Experience of setting and managing KPIs and supporting staff to achieve targets.
8. A strong attention to detail and the ability to deliver projects successfully to ambitious deadlines.
9. Proven skills in analytics and reporting
10. Drive and resilience
11. Ability to travel nationally and internationally as and when required.

## Desirable Requirements of the role:

(A list of all the 'nice to haves' in terms of experience, knowledge, skills, qualifications, personal qualities)

1. Experience of operating at a senior level in an organisation's structure
2. Experience in the creative sector
3. Copy writing and / or ability to use Adobe Creative Suite
4. Experience using Salesforce
5. Full UK Driving Licence.