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| Job Title: **Marketing Executive** | Current Job Holder(s): Hayley Randall |
| Department: **Marketing & Communications** | Date Created/Amended By: **April 2025/LB** |

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| **DEPARTMENT DESCRIPTION**  *The CNF Group Marketing and Communications team delivers strategic and creative marketing across a diverse portfolio of lifestyle and wellness brands. Working across direct selling, ecommerce, and emerging retail channels, the team plays a key role in driving customer acquisition, recruitment, and brand growth. Partnering closely with Sales, Digital, and Product teams, we develop and activate integrated, insight-led campaigns that deliver measurable results. From brand development to digital performance, internal communications to field support, we shape the full brand experience across multiple markets and customer touchpoints.* |

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| **JOB PURPOSE**  To support the Senior Marketing Manager and Marketing team to develop and deliver the marketing elements of the Commercial strategy to increase sales and drive profitability.  The Marketing Executive will support on all aspects of product, customer, and digital marketing by leading on day-to-day activities. |

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| **RESOURCES MANAGEMENT**  **Management responsibility for**: NA  **Reports to:** Senior Brand Manager  **Budgetary/financial framework:** N/A |

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| **KEY RESPONSIBILITIES**   * Support the Senior Marketing Manager and marketing team to develop and deliver the marketing elements of the Commercial strategy to increase sales and drive profitability. * Support the delivery of multi-brand marketing campaigns across CNF Group, spanning direct selling, ecommerce, and retail channels to grow awareness, engagement, and sales. * Support all aspects of product, customer, and digital marketing by leading on day-to-day activities, customer engagement, and community management. * Assist in the creation and execution of marketing campaigns across various platforms (social media, website, email, print, direct seller network). * Develop and manage content for social media, blogs, email newsletters, and other marketing materials to drive brand awareness and dieter attraction. * Understand the creative process and coordinate the creation of briefs for the internal team and/or agency where required. * Assist Digital Marketing Manager on running paid ad campaigns (Google Ads, Facebook Ads, etc.) and help track and analyse performance metrics to optimise campaigns. * Liaise with internal and external stakeholders to create engaging and authoritative social media content. * Champion the brand tone of voice and visual identity across all social media platforms. * Write and proofread marketing and social media copy. * Assist in building and maintaining relationships with customers through community management on social. * Optimise product launch activity for social media and in line with the strategy. * Assist direct sellers with their social media queries. * Conduct market research to identify trends, competitor activities, and customer preferences to improve marketing initiatives. * Monitor, report on and analyse social media to provide insight for future activity and campaigns. * Undertake occasional working outside normal office hours, due to social media demand or competitor threat. * Undertake other duties and tasks that from time to time may be allocated to the jobholder that are appropriate to the grade of the job. * Comply with all relevant internal rules, policy and procedures, including those relating to Health and Safety, Data Protection etc, and all those contained within the issued Employee Handbook. * You are responsible for effectively implementing communicating and maintaining a food safety culture that supports the realisation of safe product as outlined within the FSSC22000. * You must ensure all activities relating to food safety management system are adequately resourced and that all personnel carrying out activities that have an impact on food safety are adequately trained and competent. * You must also ensure conformance to the company’s food safety policy at all times champion good manufacturing practices and behaviour’s and ensure all designated food safety objectives are realised. * Promote and demonstrate the company’s core values and behaviours. |
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| **MAIN JOB REQUIREMENTS AND PERSON SPECIFICATION**  **Specific Experience:**  **Abilities/Skills/Knowledge:**   * A good understanding of, and enthusiasm for, Marketing and social media. * Experience of managing paid social media campaigns and managing organic social media communities. * Experience of analysing and reporting on Marketing and Social Media KPI’s. * Good written and spoken English skills, and be a good communicator. * An understanding of how to use brand guidelines, tone of voice, and style guides. * Attention to detail**.** * Good presentation and reporting skills. * Good customer service skills. * Strong organisational skills. * Be creative and bring new ideas to the role. * Analytical skills to interpret and act upon market data * Interest in health, wellness, weight management.   **Desirable**   * Knowledge of the Direct Selling business model, preferably within a Direct Selling organisation * External agency management * A related degree and/or qualification e.g. CIM and/or equivalent experience. |