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| Job Title: **Marketing Manager** | Current Job Holder(s): N/A |
| Department: **Marketing & Communications**  | Date Created/Amended By: **Mar 25/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. Develop and execute marketing campaigns, product launches, and provide tools and materials for direct sellers, to increase brand awareness, customer acquisition, and retention. |

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

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| **KEY RESPONSIBILITIES*** 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.
* Lead and deliver marketing activity across CNF Group’s multi-brand portfolio, aligning strategic plans across direct sales, ecommerce, and retail to maximise impact and reach.
* Plan, execute, and optimise multi-channel marketing campaigns (social media, website, email, print, direct seller network etc.) to increase brand awareness, customer acquisition, and retention.
* Conduct market research and analysis to identify customer needs, market trends, and competitive landscape, informing marketing strategies.
* Partner with Marketing Activation and Digital Marketing Managers on developing the content calendar plan and creation for all channels.
* Develop and manage content for social media, blogs, email newsletters, and other marketing materials.
* Collaborate with and brief the design team and digital content creator/videographer to create impactful marketing content for all marketing channels.
* Leverage CRM systems to build and maintain customer relationships and create personalised marketing strategies.
* Lead product launches, creating marketing collateral, and coordinating cross-functional activities to ensure successful product introductions.
* Partner with Sales, Training and Communication teams on delivering marketing activation plans to support direct sellers to attract new customers and recruit team members.
* Manage the creation and delivery of all customer marketing activity and materials– e.g. customer tool kits, digital content etc.
* Own and maximise content at direct seller events and support with event material for webinars, conferences, and trade shows etc.
* Analyse marketing campaign performance using tools like Google Analytics, marketing automation platforms, and CRM software.
* Prepare regular performance reports and presentations for stakeholders, highlighting key achievements, results, and areas for improvements.
* Develop and maintain strong relationships with key stakeholders, including Commercial, Technical and Supply Chain teams, to drive growth and achieve business objectives.
* 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 foosafety 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** **Education/Qualifications/Training:*** A related degree and/or qualification e.g. CIM and/or equivalent experience.

**Specific Experience:****Required*** At least three years’ experience in marketing.
* Proven track record in creating and managing successful marketing campaigns across various channels, including digital and social media.

**Abilities/Skills/Knowledge:*** Good understanding and experience of the full marketing mix with digital experience and brand.
* Excellent organisation and project management skills with the ability to partner with cross-functional teams and drive results in a fast-paced environment.
* Experience of analysing and reporting on Marketing KPI’s.
* Strategic thinker with the ability to analyse market trends, interpret data, identify opportunities, and develop actionable plans.
* Strong communication, presentation, and interpersonal skills with the ability to influence stakeholders at all levels.
* Results-oriented mindset with a focus on driving revenue growth, profitability, and customer satisfaction.
* Ability to adapt to changing priorities and commercial requirements.
* Be creative and bring new ideas to the role.

**Desirable** * Interest in health, wellness and/or weight management
* Knowledge of the Direct Selling business model, preferably within a Direct Selling organisation
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