



# ROMERILS

## JOB DESCRIPTION

### Senior Marketing Executive

#### Our Vision

In our retail home interiors, trade centre and ecommerce businesses our vision is to be the 'Best of the Best' in customer service. We know and engage with our customers, which gives us knowledge on delivering what they want.

'Best of the Best' is at the heart of all we do, and we aim to achieve this through the excellence of our people.

#### Our People

To be able to deliver our vision, we need self-motivated, passionate people who can offer quality customer service whilst performing with honesty and integrity. We provide a friendly, enjoyable, and supportive work environment.

#### The Department

The department is there to help co-ordinate all retail and trade marketing. Working with the Department Managers to help promote their products and events using the correct advertising medium while insuring we are getting the correct ROI.

#### The Role

The Marketing executive is to help build, develop, and deliver an online and offline customer marketing proposition that drives sales, brand awareness, customer acquisition and retention. The position holder will also be responsible for the overall presentation of the Company's brand within the Digital and traditional media.

This a varied role which will require a 'hands on' approach to co-ordinating a comprehensive marketing proposition and helping to shape the future of our digital strategy, which is key to the Company's success. This is a new position with exciting opportunity for someone to grow and develop within the role.

#### Reporting Lines

Reports to Head of Retail.

#### Standards

- ✓ Every employee is expected to be honest and trustworthy in their dealings with customers, colleagues, and the company.
- ✓ Nothing less than excellent customer service is acceptable with both external and internal customers
- ✓ A high standard of confidentiality is required with our working practices and operating systems
- ✓ All staff are expected to work as part of the team
- ✓ All staff are expected to work efficiently and accurately

## PERSON SPECIFICATION

### Knowledge of:

Digital Marketing	WordPress (or similar)	SEO
Social Media	Conventional Media	

### Experience & qualifications:

CIM qualified	Digital Marketing qualifications
Retail Experience preferred	Graphic Design

### Skills required:

People Management	Wordsmith	Problem Solving
Communication at all levels	Numerate	Relationship building
Commercial	Confidentiality	Decision making
Initiative	Problem solving	Prioritisation
Training/Mentoring		

### Attributes

Creative	Innovative	Reliable
Logical	Accurate and eye for detail	Organised
Common sense	Meets Deadlines	Professional

## SPECIFIC DUTIES

### Day to Day

- To implement the annual marketing plan, that directly supports the Company's business plans.
- Work with the Head of Retail and the relevant managers, both proactively and reactively, to understand their marketing requirements to provide solutions in order to meet business goals
- Oversee communications with the external Marketing agency and then work collaboratively to create and deliver campaigns within deadlines, whilst ensuring they meet the relevant requirements
- Planning the day-to-day use of our traditional media contracts
- Oversee and assist the managing of the Marketing and Events Co-ordinator
- Deliver all marketing activity within agreed budgets whilst contributing towards future marketing plans and budgets
- Maintain and develop excellent relationships with suppliers, media, customers, and colleagues to promote the organisation
- Manage internal communications and awareness of marketing activities and initiatives through all departments
- Help to maintain and develop the Company's brand, image and reputation and ensuring a consistent message and tone of voice through the likes of shopfloor signage, window displays, the company's website, social media, and traditional media
- Working with relevant senior and department managers to measure the success of advertising & marketing to ensure return
- Work with the marketing team to establish new ideas & opportunities, identify areas of development and to make improvements where required

- Maintain awareness and knowledge of contemporary marketing developments, methods and make proposals for improvements, and continuous professional self-development and attend training & development sessions
- Ensure all sales and marketing activity conform with legislation

#### Social Media:

- Coordinate and increase the Company's social media audiences and suggest new or the removal of platforms as trends and technology change
- Provide content in line with our business plan to engage within social communities
- Work with suppliers to promote their services/offering and vice-versa
- Respond to customer feedback via social media, either direct to us or on consumer pages
- Respond to changes in the social media environment & keep our policy up to date
- Generate Website sales via social media and track results
- Ensure social media campaigns are coordinated to run concurrently with other marketing
- Propose and implement socially engaging content such as: competitions, promotions, people stories & profiles, hero products, advice blogs and brand building exercises
- Build relationships with suppliers, bloggers and key influencers on social media to enrich the Romerils brand's social output and grow reach, to build an 'address' book of contacts and understand the brands' community
- Develop the style and tone of voice for each of the social media accounts and ensure that editorial content meets audience/user needs
- Write high quality copy and create assets (images, gifs and video) that can be used across the social media channels in accordance with channel priorities
- Manage budget allocation for social media campaigns/advertising and ensure campaigns are delivered within budgets and agreed timeframe
- Monitor performance of the social media channels on a day-to-day basis
- Develop fresh and innovative creative approaches to curating social media content, utilising existing and new tools
- Remain abreast of industry trends, digital developments and competitor activity and feed in new thinking to the relevant senior management

#### Website

- To assist with the look and feel of the website to insure it is in keeping with the Brand guidelines.
- Assist with copy creation for our main pages
- Create blog posts containing topical and relevant content, which satisfies current search behaviour to improve the user experience
- Work with the Website Manager to:
  - identify the origin of Romerils website traffic, how it has been generated and sales conversion analysis; and
  - enhance the customer journey and maximise conversion level, using such tools as A/B testing and heat maps

#### Changes

Because of the ongoing diversification of our business, this job description will inevitably change. There will be the need, from time to time, to undertake other activities that fall within the capabilities of the role holder, as directed by management.