

Marketing Manager

Job Purpose:

- To support both Valentine Clays & LoveClay brands in exceeding sales growth budgets and expansion plans by:
 - Raising awareness of the LoveClay ceramics centre and increasing customer visits & exhibitions sales
 - Strengthening & raising awareness of the Valentine Clays brand to help to increase repeat customers and target new customers
- Manage the running of Art in Clay show and increasing customer visits

Accountabilities:

- Managing brand development, marketing & PR activities for all brands
- Implement and planning the company marketing strategy
- Implementing a customer communications plan using digital means (emails, social media, direct mail, event flyers)
- Managing LoveClay events and activities (workshop & exhibitions)
- Managing the running of Art in Clay through planning stages and during the show period

Responsibilities:

- Develop & implement our marketing strategy for each business covering Marketing, Digital, Brand Communication, Product Marketing and PR activities
- Strategic marketing planning for each business will be based on raising awareness of the brands, strengthen positioning and delivering sales
- Oversee marketing communications including branding, public relations, advertising, shows, events, social media, implement editorial marketing
- Develop and track metrics and success criteria for all marketing activities
- Work closely with the sales team & our customers to deliver marketing strategy to increase sales and raise awareness of brands
- Managing the branding of all businesses & marketing collateral (e.g. website, brochures etc)

General/Valentine Clays

- Managing PR visits and relevant company representative for interviews
- Writing Press Releases and managing their distribution
- Managing social media accounts for all brands (Twitter, Facebook, Instagram, Google+)
- Managing & planning a comms strategy for all brands
- Manage communication channels on site and throughout the business
- Managing design requirements & liaising with designer to produce brochures, leaflets & banners

LoveClay

- Manage Tripadvisor account for LoveClay
- Managing and upload relevant events to Tourism Sites (Visit Stoke, Enjoy Staffordshire)
- Recommending and managing events to drive footfall to LoveClay
- Working with teachers & technicians to deliver courses and events
- Managing onsite exhibitions (calendar etc) and to generate exhibition sales
- Ensuring the workshop runs efficiently by working with the teachers & technicians
- Developing and managing event leaflet and marketing collateral to promote site

Art in Clay

- Managing the planning stages and ensuring all suppliers are in place
- Managing the exhibitors and ensuring we have all the relevant information
- Developing a Communications Strategy to promote the event to ensure we target existing and new customers to visit the show
- Managing the running of the show
- Managing all Marketing & PR requirements to promote the show

Key Interfaces:

- Direct report to Directors
- Close working relationship with other Managers
- Manage Marketing & Office Assistant
- Supporting the office and factory teams

Essential Skills:

- Successfully completed a Bachelor/Master degree in Marketing or other business related fields
- 3-4 years of professional experience in Marketing with good knowledge of Marketing, Brand Communication & Digital
- Leadership experience is preferred
- Hands on with a high sense of initiative, assertiveness & drive
- Analytical with high sense of organization
- Knows how to collaborate cross matrix and manage multiple projects and brands

Full time: 35.5 hours (Mon to Thurs 9am – 5pm & Fri 9am – 3pm)

Holidays: 33 days including statutory

Location: Valentine Way, Stoke-on-Trent, ST4 2FJ

To apply please send your CV with a covering letter to hr@valentineclays.co.uk by Tuesday 29th September 2021.