

Marketing Lead

Job Description

The Purpose of your role in Our Co-op

As Marketing Lead, you will be a senior marketing manager responsible for leading a team of talented marketers and creatives who'll deliver remarkable B2C and B2B marketing from inception to delivery within the East of England Co-op during a transformational period of growth.

You'll become part of a skilled, engaged, and diverse team, supporting our co-op in our collective vision to be the best at what we do in the East of England.

The Team you are joining

We're a dynamic group of professionals dedicated to serving a multi-channel, multi-brand business. You are a strategic and visionary leader with a deep understanding of FMCG retail store operations and the ability to navigate the complexities of a fast-paced environment. We have over 125 food stores, 55 funeral branches and 14 travel agencies serving over 100,000 customers per week.

We are constantly reviewing how we can meet the unique needs of our customers, members and colleagues.

Each day can vary, from developing compelling campaigns to executing impactful in-store marketing support to offering a strategic approach in collaborative teams and reviewing the effectiveness of your campaigns.

We are dedicated to amplifying our focus on e-commerce and membership engagement which will be an important part of this role. Your knowledge, skills and experience will help guide our efforts as we navigate the evolving retail landscape and ensure that we adapt and innovate to meet the changing needs of our existing and new customers and members that are so important to our business.

Your reporting lines

Location: Wherstead Park, Ipswich, Suffolk, IP9 2BJ

Department: Central Office, Marketing

Reports to: Head of Marketing, Jo Gosden

What you will be working on at Our Co-op

1. Effective team management, development and support

- a. Line management for a team of marketing managers, co-ordinators and creatives
- b. Manage team resource and performance to ensure that campaigns are delivered efficiently, meet expectations and objectives
- c. Support and coach team to ensure they continue to develop new skills and maintain expert marketing knowledge

2. Plan and execute campaigns and marketing projects

- a. Maintain a trade and brand marketing plan which tracks key marketing activity

- b. Take a lead on all marketing campaign activity (for the retail businesses you've been assigned to) across all customer and member channels
- c. Establish and agree clear campaign objectives (commercial, brand and membership)
- d. Ensure member and customer insight is used effectively to improve the planning and execution of campaigns

3. Devise creative solutions to business challenges

- a. Propose and agree new and innovative ways to reach customers and members which meet campaign objectives and present solutions to business challenges
- b. Use full range of marketing and communications channels to deliver campaign objectives (print, post, OOH, digital, events, broadcast, PR)

4. Establish effective and efficient working processes

- a. Implement agreed working processes with your team to ensure that campaigns are delivered efficiently
- b. Ensure that campaign ideas are effectively communicated and documented to internal partners
- c. Overall responsibility for marketing budgets for agreed business units. Monitor team recording and management of budget and update planned budget expenditure in line with developing business requirements
- d. Contribute to regular planning cycles
- e. Manage working process with internal partners to make sure that your team has the right information and marketing activity is clearly communicated
- f. Contribute to continuous improvement of how we work, ensuring that we develop replicable and simple responses to common issues, and effective ways of developing solutions to new challenges.

5. Build close links with internal partners

- a. Develop & maintain understanding of retail commercial and operational performance and challenges and ensure this is shared with your team.
- b. Ensure effective communication your team and other departments to build close working partnership and mutual understanding

6. Demonstrating success and reporting

- a. Maintain agreed reporting documents to monitor and communicate campaign success

This job description sets out the major tasks associated with the stated purpose of this post. Minor tasks normally considered an integral function of this post will be undertaken and not excluded simply because they are not itemised.

The skills we are looking for

Below lists the skills and behaviours required to complete the role of Marketing Lead at the East of England Co-op:

- Communication
- Teamwork
- Adaptability
- Technical proficiency
- Customer focused

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- Leadership
- Interpersonal skills
- Data interpretation
- Project management
- Critical thinking
- Budgeting/financial awareness

Things you need to know

This is a hybrid-working position which will require you to balance time in our office and working from home, the arrangements of which will be discussed at Interview.

Please note that our working patterns are non-contractual. The advertised working pattern represents the normal working pattern for the role at time of advertisement and is subject to change.

Our Values

At Our Co-op, we live by a set of four values. What's important to remember is that your behaviours reflect our values in whatever task you're performing.



- We're fair, trustworthy, honest and open
- We behave in an ethical way
- We care for our colleagues, members, customers, suppliers and communities

Whichever value we are living, unstoppable, stronger together or a place for people to grow, we should be **doing the right thing** at the same time.



- We're courageous, determined and resilient
- We welcome change
- We believe that 'speaking up' is important in helping us to improve



- We create a positive working environment through building good relationships with others
- We work as one team, wherever we work in our co-op
- We celebrate our differences



- We're open to learning new things every day
- We support each other to grow
- We strive to be the best we can be, personally and professionally