

Job description: Marketing manager

The department

The communications department is an all-encompassing department segmented into three parts: marketing, design (including web and print) and publishing. It is responsible for the continued development of all of the company's media and communication needs, including marketing, advertising, design and brand awareness.

The position

This position co-ordinates and oversees all areas of marketing and advertising campaigns, and takes day-to-day responsibility for the success of FitPro's retail activities. The post holder establishes and implements procedures to ensure all work is produced to deadline.

The marketing manager line-manages a marketing assistant.

A key position in the company, the marketing manager will work closely with our business development, membership and other customer-facing departments, understanding their objectives and seeing them realised through the planning and delivery of targeted marketing activity.

Responsible to

The marketing manager is directly responsible to the communications manager.

Responsible for

This position is currently responsible for one marketing assistant.

Duties/areas of responsibility

Marketing and advertising

- Develop, plan and implement a marketing strategy, including advertising, membership recruitment and retention, to agreed budgets and targets
- Plan and manage sales and marketing resources according to budget
- Maintain relevant reporting and planning systems, and monitor the effectiveness of our campaigns
- Manage the reporting of financial information for the sales and marketing departments
- Manage relevant budget elements, ensuring value for money and measurable return on investment
- Maintain and develop corporate image and reputation and protect and develop the company's brands
- Advise on placing of – and monitor – all external advertising success

Retail

- Drive revenue and customer numbers for our retail operation
- Select stock from suppliers suitable for our market
- Manage all elements of our online shop, including organising promotions
- Take responsibility for our physical retail presence at various fitness events throughout the year

General

- Establish procedures for handling and maintaining confidential materials
- Prepare documents, meeting materials and correspondence
- Chair meetings
- Perform basic administrative/staff support duties as required to meet specific operational objectives
- Perform miscellaneous job-related duties as assigned
- Adhere to company protocol as laid out in the Company Handbook
- Attend major conventions, Super Quarterly Workshops and also selected key events at which we have a retail presence
- Work extra hours to meet deadlines, as required and where reasonable

HR and staff

- Ensure monthly records are complete and forwarded to the HR manager for payroll inclusion in accordance with company procedure
- Keep accurate personal records, including annual leave, performance management, absence management and other relevant details
- Work within company policy and protocol at all times, in line with staff and managers' handbooks
- Manage the performance of all direct reports, carrying out performance reviews on a regular basis

Key result indicators

- Be responsible for the efficient co-ordination of team's workload
- Plan and implement the marketing strategy for the company as a whole, as well as acting as an internal consultant for individual departments, which will include advertising
- Identify any marketing opportunities for all departments within FitPro and oversee the co-ordination of the development of new and existing products
- Maintain and develop corporate image and reputation and protect and develop the company's brands
- Ensure financial performance of our retail operation

Statement

This job description is issued as a guideline to assist you in your duties. It is not exhaustive and we would be pleased to discuss any constructive comments you may have. Because of the evolving nature and changing demands of our business, this job description may be subject to change. You may, on occasions, be required to undertake additional or other duties within the context of this job description and according to the needs of the company.