

## Marketing Manager

Reports to: Commercial Director

Duration: 12 Month Fixed Term Contract

### Objectives of the role

This role will have a range of responsibilities centred primarily around enabling our licensees to optimise the sales from their pubs but also to support wider business objectives of maximising sales to our licensees and tenants. Digital media is a key area of responsibility and focus, including our online licensee portal which provides a medium for communication with licensees as well as the facility for taking orders and sharing promotions.

This role will appeal to individuals who have a natural drive for performance and are able to instigate initiatives, as well as working at pace and comfortable doing so across a broad range of activities. There will be a requirement to maintain, manage and develop routine processes whilst also simultaneously managing a number of important projects/initiatives within the business' activity program. There will be occasional travel required as part of the role.

### Key responsibilities

- Work closely with the Commercial Director to agree objectives and priorities on an ongoing basis.
- Take primary responsibility for the marketing and communication aspects of the online licensee portal.
- Interact effectively with key stakeholders across the business and primarily those colleagues in the Commercial Team and Field Operations Teams.
- Confidently present proposals / evaluations to senior management and the Operating Board.
- Develop, own and communicate the company's program for driving sales and licensee support activities for the tenanted estate.
- Liaise with senior management for our managed operator estate to ensure any activities which are required and/or applicable to that estate are made available, as appropriate.
- To work provide digital support for colleagues in relation to other commercial licensee digital support platforms.

### Personal qualities

The successful applicant must possess the following attributes.

- Key attributes for this role are strong and evident skills in planning, consulting, evaluating, prioritising and communicating whilst working to time deadlines.
- Demonstrable digital marketing experience.
- Experience of working in B2C and B2B environment is essential, experience in the hospitality sector is important and experience in a tenanted estate business would be desirable although not essential.
- Strong self-discipline – focused on key tasks whilst prioritising to ensure service provision at all times.
- Autonomous – able to operate without the need for close supervision although retaining an awareness of the wider team and their objectives/priorities.
- Flexible and versatile – to handle the fluctuating demands of the role, flexible and versatile in ways of working and approach.
- Excellent communicator – verbal and written - to be the first point of contact for the Commercial Department in relation to Digital Marketing. Able to communicate effectively with all stakeholders – licensees, suppliers and colleagues and to gain buy in. Strong presentation skills.
- High levels of accuracy and attention to detail – to deliver projects/initiatives effectively and on time.
- Commercially astute – instinctively evaluates the commercial merits of all actions & activities.
- Computer skills – intermediate or better competency in all Microsoft packages such as Word and Excel and PowerPoint, use of Word Press would be an advantage.
- Customer and service focussed – to ensure all activity delivers the highest level of service.
- Able to prioritise and balance the needs of the business.

**Admiral Taverns Values and Behaviours**

Core to the Group's ongoing success is the strength of our team. We are incredibly proud of the culture we have developed across our business. Our team are passionate, hardworking, dedicated and ambitious. Our team developed the company values themselves which means that we live these through to the core of our business. Everything we do as an organisation revolves around supporting and enabling our licensees to make their business the very best it can be.



**Behaviours**

1. Clarity for all
2. Positive attitude
3. Passion to succeed
4. Collective accountability
5. Mutual trust
6. Achieve together



**Behaviours**

1. Show empathy
2. Listen and understand
3. Support, guide, develop
4. Communicate clearly
5. Recognise and appreciate
6. Respect each other



**Behaviours**

1. Don't fear failure
2. Make impossible possible
3. Innovate and motivate
4. Remove barriers
5. Aim higher
6. Make a difference



**Behaviours**

1. Take ownership
2. Can do attitude
3. Exceed expectations
4. Aim high
5. Challenge positively
6. Deliver on time



**Admiral Taverns is committed to equal opportunities for all and to the provision of a diverse and non-discriminatory working environment.**