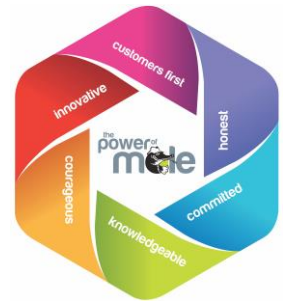


Head of Retail Marketing



Role Description:

As Head of Retail Marketing, you will work closely with all retail channels and senior management ensuring a proactive solution-based approach is delivered to support all growth opportunities across the organisation. You will lead and create innovative and commercial marketing solutions for Retail, driving a strategy that works collaboratively with all channels. You will challenge the current ways of working and look for ways to improve on the organisation's goals and objectives.

Leading your team, you will drive results through authentic campaigns to increase footfall and grow sales via our products and services in our Retail stores and website. You will have a strong understanding of our audiences, liaising with key stakeholders to accurately target through a variety of marketing tools.

Your Responsibilities:

- Formulate and implement an effective Retail marketing strategy that focuses on footfall acquisition, raising brand awareness and increase customer engagement using insight and data.
- Ensure analysis of all activity is developed and shared, working alongside key stakeholders to develop improvements and drive continuous new footfall into retail channels.
- You and your team will create innovative and effective ideas to deliver key business messages and sales growth. This will form part of the wider Marketing Plan.
- Manage Door Drop activity to drive new and existing customers into store.
- Support ongoing marketing campaigns and service stores with innovative point of sale to drive ROI.
- Work with your colleagues across the Marketing department to coordinate, manage & implement key marketing initiatives utilising all available tools from direct mail, literature, campaign management, loyalty schemes, advertising & PR, digital and shows & events.
- Manage our retail digital outreach, continually looking for opportunities to drive brand awareness and footfall into store.
- Ensure all projects are effectively scoped, correctly managed and kept in line with budget.
- Review current systems and find efficiencies to contribute towards ROI.
- To effectively communicate with senior management across the business.
- Have a deep understanding of our target audiences and adapt your approach in line with current and future trends, identifying growth opportunities.
- Understand our Farmer Shareholder and Country Membership proposition, and how your strategy directly impacts the performance of these audiences.
- Lead and support the Retail Marketing team to achieve success and continually develop in their roles.
- Drive innovation with our own brand products to differentiate us in the marketplace and drive customer loyalty.



Head of Retail Marketing



Personal Specification:

Requirement
Experience:
<ul style="list-style-type: none"> • Senior Marketing Manager experience in a fast-paced retail environment
<ul style="list-style-type: none"> • Strong track record of leading and managing a team with a collaborative spirit
<ul style="list-style-type: none"> • Proven budgetary control
<ul style="list-style-type: none"> • Track record of monitoring and delivering ROI
<ul style="list-style-type: none"> • Creating in-store theatre
Knowledge/Skills:
<ul style="list-style-type: none"> • Strong commercial acumen
<ul style="list-style-type: none"> • Deep knowledge of retail
<ul style="list-style-type: none"> • Campaign planning and delivery
<ul style="list-style-type: none"> • Understand / appreciation of UK Agriculture
<ul style="list-style-type: none"> • Brand management
Personal Attributes:
<ul style="list-style-type: none"> • Innovative approach
<ul style="list-style-type: none"> • Resilient
<ul style="list-style-type: none"> • Exceptional problem solver

Behaviours for the role and in line with The Power of Mole:

- **Customers First** – we are always approachable, friendly, and considerate to the needs of our customers.
- **Honest** – we have an open way of working and are always respectful of one another.
- **Committed** – we exist to serve and protect British agriculture and are committed to those who share our way of life.
- **Knowledgeable** – we use our influential voice to create change and support our customers.
- **Courageous** – we are passionate and creative people who feel confident to challenge others.
- **Innovative** – we work collaboratively as a team to deliver solutions that make a difference.

