

**Role Title: Marketing Executive- Food**

**Department: Core Marketing**

**Job Family: Marketing and Communications**

**Job Level: 5**

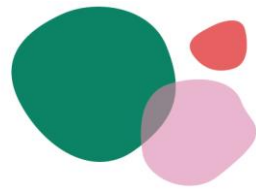
**About the role:**

As Marketing Executive - Food, you will support the development and delivery of cross-channel marketing activation in-store and externally to drive customer footfall, member engagement and sales.

Supporting the Marketing Manager, working alongside a busy and dynamic cross functional, central marketing team, you will be focussed on creation and implementation of customer-centric marketing that aligns with the food retail and society business objectives.

**What you'll be doing:**

- Plan, co-ordinate and execute marketing campaigns across channels including digital, print, in-store promotion, and events – ensuring campaigns are delivered on time and within budget
- Support the Marketing Manager in the delivery of period promotions at pace, aligned with The Co-operative Group marketing calendar (3 weekly food periods) & seasonal opportunities
- Work with internal and external designers, agencies and printers to oversee the production and allocation of all marketing materials
- Research market and customer trends and competitor activities to inform effective marketing activation that drives sales in store
- Produce plans and reports for the Marketing Manager in relation to activities undertaken as required
- Support the Marketing Manager to deliver marketing plans for food stores closures, openings and refurbishments
- With support from the Marketing Manager and agencies plan, create and implement app, e-mail and social content
- Ensure marketing to store communication is engaging, effective and timely working in step with the Food Retail Communications team
- Maintain the food marketing inbox, proactively delivering against operational requests
- Maintain and co-ordinate good housekeeping ensuring the integration of collateral onto asset libraries and folder structures for efficiency
- Provide administration support to the Food Marketing team as required



### About You:

- At least 1 year experience of working in a marketing environment
- Microsoft office literate
- Proficiency in digital marketing tools and platforms including social media, CRM and web analytics desirable
- Ability to track to budget
- Knowledge of food retail industry trends
- Be able to travel nationally with current drivers licence

### Behaviours

- Good planning, organisation, time management skills
- Good communication and interpersonal skills, with the ability to collaborate effectively across teams
- Strong written and verbal skills
- Attention to detail and commitment to quality with a customer-first approach
- Creative thinker

### Scope:

- Reports to: Marketing Manager - Food
- Key internal contacts are core marketing, food operational and society support colleagues and teams
- Key external contacts are society suppliers and agencies

### Budgetary Control:

- No direct control. Marketing Executive to work within the defined scope of set campaign/task budgets provided by Marketing Manager