

# JOB DESCRIPTION

## Head of Marketing



<b>Job Title:</b>	Head of Marketing	Reports to Customer Director
<b>Department:</b>	Customer	Location: Witney/Homebased
<b>Direct Reports:</b>	TBC	
<b>Job Purpose:</b>	<p>Responsible for leading a creative marketing department, responsible for defining the brand message and distributing multi-channel marketing excellence across the globe.</p> <p>The Head of Marketing will deliver vibrant marketing campaigns that are baked in customer insight, connected to customer objectives and with clear commercial sales outputs.</p> <p>The role will set out to build our brand and drive marketing excellence through owning the marketing funnel and delivering exceptional brand services to partners.</p> <p>Delivering operational marketing excellence will be crucial to success, with marketing solutions produced on time, to quality and with clear business objectives.</p>	
<b>Key Responsibilities:</b>	<p><b>Global Brand Development</b></p> <ul style="list-style-type: none"> <li>• Drive continuous analysis of competitive environment and consumer trends</li> <li>• Enable Brand Message and Core Value Proposition across key markets</li> <li>• Oversee the evolution of future store design and digital experience</li> <li>• Develop a deep connection between employee and brand</li> <li>• Definition and ownership of the Whittard modern marketing funnel</li> </ul> <p><b>Go to Market Planning &amp; Campaign Oversight</b></p> <ul style="list-style-type: none"> <li>• Own company “Go to Market” process to ensure brand campaigns are consistently delivered across all channels of the business, taking product from concept to shelf.</li> <li>• Develop core brand message across our Tea, Coffee and Hot Chocolate proposition by delivering engaging marketing solutions and oversee global product launch plans</li> <li>• Oversee customer marketing calendar and develop specific campaigns to create and maintain high levels of customer interaction.</li> <li>• Present for final sign off all marketing activations (globally) to ensure brand messaging is consistent and CPAs / ROIs are maximised.</li> </ul> <p><b>Brand storytelling – internal and external</b></p> <ul style="list-style-type: none"> <li>• Enable emotional connection between our customers and our brand.</li> <li>• Amplify brand message globally.</li> <li>• Oversee brand creative: photography, copywriting, design and video.</li> <li>• Develop and implement brand guidelines.</li> <li>• Best in class VM and POS execution globally.</li> <li>• Evolution of store design and digital experience.</li> </ul> <p><b>Advertising and PR</b></p> <ul style="list-style-type: none"> <li>• Grow brand reach, impact new audiences and acquire new customers through evolving the marketing channel mix, testing and learning.</li> <li>• Develop and deliver the PR strategy and plan.</li> <li>• Evolve Influencer outreach to drive brand reach and engagement</li> <li>• Scale customer growth in Social Media channels via paid and non-paid activity</li> <li>• Build effective brand partnerships to maximise product in hand opportunities.</li> <li>• Constantly review marketing opportunities throughout the funnel.</li> </ul> <p><b>Customer Loyalty</b></p> <ul style="list-style-type: none"> <li>• Utilise ongoing customer insight to drive marketing evolution at Whittard</li> <li>• Own Customer Development &amp; Retention Plans</li> <li>• Develop brand loyalty program – The Top Taster Community</li> <li>• Develop segmented, personalised and automated email marketing programs</li> </ul>	

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<b>Key KPIs</b>	<ul style="list-style-type: none"> <li>• Measure ROI and KPI's, understanding key performance metrics – CAC, LTV, MROI</li> <li>• Define and measure brand reach and health</li> <li>• Effective project management of key events and campaign plans</li> <li>• Own marketing investment model and manage to budget</li> </ul>
<b>Relationships:</b>	Internal: Customer Analytics, Digital, Buying, Finance, Retail, International External: Creative agencies, Digital Media Partner
<b>Experience / skills / competencies</b>	<ul style="list-style-type: none"> <li>• Strong B2C and B2B marketing experience</li> <li>• Lead and empower team to enable exceptional engagement and results</li> <li>• Motivating and ensuring that objectives are implemented by own teams and peers.</li> <li>• Lead and deliver projects in line with agreed budgets and in a timely manner.</li> <li>• Effective communication to ensure alignment of projects across the business.</li> <li>• Develop internal skillset and knowledge across modern marketing</li> <li>• International and multi-market experience beneficial</li> </ul>

Where the job description and performance review objectives differ, the latter takes precedence

**Whittard 6 values are, we expect all our colleagues to demonstrate these.**



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