



**JOB TITLE:** Marketing Assistant

**LOCATION:** Tracklements HQ, Easton Grey, Wiltshire

**SALARY:** Competitive

**Who are we and where are we going?**

Tracklements is a medium-sized manufacturer of the best-quality, natural, handmade condiments. We've been making these condiments since 1970 when our esteemed founder, William, discovered a recipe for wholegrain mustard in a 17<sup>th</sup> century diary. We now make over 60 products, all to traditional methods and excellent quality. Our purpose is to bring condiments as good as the best homemade to people without them having to make them themselves. To delight and inspire, adding flavour and awe (!) to people's meals. We're growing and have an aim to be nationally recognised.

We have strong company values which guide us in all that we do and in making Tracklements a happy and exciting place to work. We have an ethos to "do the right thing" even when no one is watching. To be honest, authentic, enthusiastic food-lovers which helps guide us in everything we do and how we unite as a team to reach our company aims.

**Job overview:**

This is an exciting opportunity to join our marketing team at our HQ in the heart of the Wiltshire countryside. The team proudly ensure consumers know how and why Tracklements is different and encourage them to take a jar off the shelf.

**Skills/Experience required:**

- Educated to degree level.
- The creative and analytical skills required to seek ways to further Tracklements' marketing.
- A good knowledge of digital marketing including social media.
- Excellent IT skills; should be proficient in Microsoft Word and Excel. Photoshop skills would be an advantage.
- Flexibility, the ability to juggle tasks, excellent project management, communication and organisational skills.
- Self-motivated but with strong team-working skills.
- Strong copywriting skills.
- Be an effective and efficient implementer.
- A thirst for learning and expanding knowledge base.

**This Role:**

- A multifaceted role responsible for helping shape the digital and experiential marketing strategies, employing the necessary tactics to meet these strategies. Responsible for implementing the resulting plans.
- Has an in-depth understanding of the consumer and the ability to come up with creative solutions to increase ROI in line with the Marketing plans.
- Maintains a good knowledge of the market, consumers' eating and shopping habits and offers suggestions to reach target in line with Marketing plans.
- Implements marketing plans.

**Digital Marketing:**

- Helps shape the strategy for digital marketing and build Tracklements' brand online. Responsible for all implementation.
- Proposes creative tactics to meet targets and manages outside agencies where necessary.
- Responsible for website maintenance, updates (consumer and trade) and proposing and implementing motivating consumer promotions and website improvements.
- Responsible for consumer mailings. Reach and maintain a click through rate above industry average and maximise ROI.
- Responsible for social media including copy writing, campaign and promotional proposals to meet agreed social media targets.

**Experiential Marketing:**

- Helps to shape the strategy for experiential marketing including consumer shows, subscription boxes and e-commerce.
- Manages, implements, analyses and makes further suggestions to satisfy objectives in line with the marketing plans.
- Responsible for organisation, set up and running of consumer shows including selling directly to the consumer. Involves weekend work.
- Responsible for the organisation of trade shows. Liaises with the Sales Team to facilitate meeting sales objectives. Responsible for communication to relevant trade.
- Proposes, understands and controls budget, maximising ROI.

**Trade Marketing:**

- Takes an active part in the development and implementation of trade promotions. Sources and monitors support material.
- Helps facilitate business growth in line with target.
- Ensures promotions are pulled through by the consumer, evident in an ongoing increase in sales.
- Proposes POS, controls stock and monitors effectiveness.

**Reporting/communications:**

- Analyses the quarterly sales figures and reporting back to the business.
- Submits information monthly to be included in the Board report and disseminates correct marketing information to other departments.

**Other:**

- Acts as Brand Guardian.
- Packaging: Responsible for all label artwork, sign off, assisting in design briefings, single serve lids, export labels and all pack-shot photographs.
- Special projects: Suggests, co-ordinates, makes recommendations and implements special projects as delegated including in-house tastings, awards entries, Medlar Project and the Crabapple Project.

If this sounds like you, we'd love to hear from you - to apply please send a copy of your CV and covering letter to [liz.cuff@tracklements.co.uk](mailto:liz.cuff@tracklements.co.uk).