



Job Description

Job Title:	Marketing Lead
Reporting to:	Beth Williams - Director
Contract:	Full-Time/Part-Time Flexible – to cover holidays and sickness absence
Salary & Benefits:	£ 23,000- £26,000 FTE Auto-enrolment Pension – NEST Staff Discount On-site parking
Holiday:	25 days plus 8 bank holidays (pro-rata for part time staff) (Up to five days to be taken over Christmas/New Year)
Sick Pay:	Any absence through illness would be subject to Statutory Sick Pay
Place of Work:	We have a large sunny office overlooking the River Severn at 3 Civic Centre, Martins Way, Stourport-upon-Severn, Worcestershire, DY13 8UJ.

Happy to consider a blend of homeworking and office work.

Background

We are a well established eco business supplying stores across Europe and beyond with plastic free bags and accessories.

This is a fantastic opportunity to help bring ethically and sustainably made products to market.

We are proud to have been recognised for our work by the UN and we are now looking to expand the business with this new role.

Key Responsibilities

You will take full responsibility for the following duties:

- Develop a marketing strategy to develop our plan for B-to-B customers
- Studying the company's products and their benefits for users and produce initiatives for new products
- Follow and analyse market trends to position products
- Developing effective marketing strategies and plans based on past performance and market forecasts
- Works within the department budget to develop cost effective marketing plans
- Working with design, acquisition, and other teams to promote products across all social media channels
- Coordinate product photography for social media
- Develop product marketing strategies (pricing, advertising, product launching)



- Craft compelling messages across marketing channels (landing pages, ad campaigns)
- Approve and oversee the creative development of promotional materials, website content, advertisements, and other marketing related projects
- Copywriting for brand partnerships
- Test marketing product features, releases, and ad copy
- Track all marketing and sales data and create written reports
- Evaluate projects using relevant KPIs and feedback from existing and prospective customers
- Adjust marketing campaigns and strategies as need in response to collected data and other feedback.

Key Competencies

- Previous experience in a similar role
- Degree in Communications and Marketing or Business Administration or Member of Chartered Institute of Marketing (CIM) preferred.
- A passion and strong understanding of the industry and our business' mission.
- Ability to present to and engage audiences at all levels.
- Strong design, detail, and creative skills
- Strong project management skills and attention to detail
- Excellent communication skills and the capacity to build strong working relationships with customers
- Ability to produce accurate work to tight deadlines under pressure
- Keen and enthusiastic approach to working both in a team and independently
- Flexible approach to working hours
- Trustworthy
- Previous experience of budget management desirable.

Health & Safety

- Abide all Health and Safety procedures as communicated by the Company at your induction as follows:
 - Health and Safety Policy
 - Manual Handling Policy
 - Work Accidents procedure
 - Fire procedures

Customer Service

To provide an outstanding customer service to our clients and prospective clients.

Procedures and Guidelines

You are required at all times to comply with our rules, policies, and procedures in force from time to time.

Other duties

This Job description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed. Not all specific tasks can be listed, and your role includes any other duties or responsibilities on request as



may reasonably and lawfully be expected to assist in the day-to-day operation of the Company.

You can apply by sending your application together with a CV and a handwritten covering letter to beth@turtlebags.co.uk, no later than Friday 7th January 2022.