FOOD HALL

**JOB DESCRIPTION**

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| **TITLE:**  MARKETING OFFICER | **GROUP:** |
| **DEPARTMENT:**  MARKETING | **DIVISION:**  FOODHALL |
| **REPORTS TO:**  GENERAL MANAGER | **SUPERVISES:** |
| **INCUMBENT:**  VACANT | **LOCATION:**  HEAD OFFICE |

**PURPOSE**

Responsible for overseeing the internal and external marketing campaigns of the company. Identifies products and markets, suggest sales strategies and approaches, and measures the results of all initiatives.

Responsible for managing the promotion and positioning of products and services. Coordinates and develops marketing plans, policies, programs, and campaigns.

## KEY FUNCTIONS

**Management:**

* Prepares budget for and administers the functions of the unit/department within approved budget.
* Administers other established human resource, financial, legal and corporate management policies and procedures and monitors compliance by staff with these policies and procedures.

**Operational/Technical/Professional:**

* Gathers and analyzes information to identify new markets and customers’ demand for products and services, and efficacy of existing marketing campaigns and strategies.
* Conducts market research, sales forecasting, and strategic planning to assess and ensure the sale and profitability of products.
* Conducts pricing research and analysis to ensure competitive product and service pricing.
* Maintains knowledge of trends and developments in the market; identifies needs for new products and services and makes recommendations to leadership team.
* Applies strategic thinking to optimize contact strategy, targeting, test and learn plans, and segmentation to meet acquisition, penetration, and reactivation objectives.
* Collaborates with stakeholders to evaluate business needs and opportunities to inform campaign strategies and design annual marketing plans.
* Performs customer data analytics to identify technical debt, customer data attributes, and predictive model requirements to optimize targeted marketing campaign effectiveness.
* Collaborates with Digital Tech Partners to create effective targeted offers, develop expenditures, and prioritize Digital Tech-related projects.
* Develops marketing policies, procedures and processes; ensures adherence with integrated planning process standards.
* Generates content including images, design, video, etc. to increase and enhance public interaction with our digital platforms.
* Develops and delivers marketing and communications campaign activity and identifies and reaches new audiences for the Supermarket and Restaurant work and activity.
* Develops and implements the organization’s brand guidelines, compiles design briefs, commissions, and oversees all design work for in-store campaigns.
* Creates email campaigns for marketing, communications, and development purposes for all areas of FoodHall business and activity. Creates campaign print materials and coordinate distribution, including in-store displays.
* Composes, develops, evaluates, and conducts training on marketing activities, strategies, and policies.
* Develops and maintains FoodHall’s social media channels, developing imaginative content in association with the program team and visiting artists/companies.
* Monitors social media accounts for any messages or posts requiring a response and responds to these quickly and professionally.
* Develops digital campaigns utilizing all social media platforms and evaluate accordingly. Produces digital content and copy for online distribution and write copy and develops content for the company website.
* Develops and executes customer surveys and produces reports and infographics from collated data to benchmark results, evaluate feedback, set goals, and improve performance.
* Coordinates PR events i.e., pre-show receptions, private views, media interviews and business events, and develops and maintains stakeholder lists e.g., press, educational contacts, VIP’s, and business contacts.
* Negotiates contracts for services needed to execute a marketing strategy.
* Executes other duties as assigned.

## KEY RELATIONSHIPS

## Internal: Leadership and Management Teams, Sub Committees of the Board, All Departments

**External:** Professional bodies, international and local advertising institutions, government authorities and regulatory bodies, suppliers/contractors, marketing Consultants

### **PERSON SPECIFICATION**

**Education**:

* A bachelor’s degree in marketing from an accredited college/university
* Recognized certificate in Public Relations will be a definite asset

Experience

* A minimum of (5) five years of professional marketing experience.
* Experience of creating high quality, compelling digital and social media content
* Experience in website management in WordPress or similar CMS

**JOB COMPETENCIES:**

**Knowledge/Skills**

**Knowledge of:** Market research techniques, principles and methods used to promote, display, and sell products and services, social media and web analytics, Optimizing content for search engines, graphic arts, aesthetic appeal of marketing material, Promotions and Campaigns, Content Management, SEO & SEM, Digital Marketing,

* Leadership
* Business acumen
* Problem solving & decision making
* Communication (oral & written)
* Planning and organising
* Relationship management
* Proficient with Microsoft Office Suite or related software
* Technical and Professional Skills

**KEY ATTRIBUTES:**

* Attention to detail, requires being careful and thorough about details, recognising the impact of decisions
* Results oriented, requires establishing and maintaining challenging achievement goals and exerting effort toward mastering tasks
* Ability to use applicable information technology and systems to meet work needs
* Ability to analyse and recommend improvements in marketing, collect and interpret information, apply criteria, and make recommendations
* Imaginative approach to marketing & communications
* Excellent communication, literacy and copy writing skills
* Creative flair and an eye for design, and proficiency at producing publicity materials
* Technically adept InDesign, Illustrator, Photoshop (or similar software)
* Exhibits personal and professional resilience, able to meet and rise to challenges with calmness and humour without compromising your commitment to quality and consistent high standards.

**WORK ENVIRONMENT**

* This job operates in a professional office environment. This role routinely uses standard office equipment.

**PHYSICAL DEMANDS**

* The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.
* While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear.
* The employee must occasionally lift or move products and supplies, up to 50 pounds.

**Job Description Review and Acceptance**:

I understand this job description and its requirements; I understand that this is not an exclusive list of the job functions and that I am expected to complete all duties as assigned; I understand the job functions may be altered by management without notice. I understand that I am required to work shift, evenings, and weekends.

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| Version No.: | 1.0 | Approved by  (General Manager) |  | Date: |
| Developed by  (HR Consultant) |  | Approved by  (General Manager) |  | Date: |
| Reviewed by  (HR Personnel) |  | Approved by  (Manager, HR) |  | Date: |
| Effective Date: |  | Approved by  (General Manager) |  | Date: |
| Incumbent’s Name [Block letters]:  Date Issued: |  | Employee Signature |  | Date: |