

**DIGITAL MARKETING MANAGER**

Charles Saunders Food Service are currently seeking a **full time** Digital Marketing Manager to join our great team based in **Yate, Bristol**.

Salary:	Competitive rate of pay, dependent on experience
Additional Benefits:	<p>Additional Benefits include</p> <ul style="list-style-type: none"> <li>• Life Assurance</li> <li>• Income Protection</li> <li>• Cyclescheme</li> <li>• Access to employee benefit Portal</li> <li>• Employee Assistance Program</li> <li>• Free onsite parking</li> <li>• Up to 25 days holiday + Public Holidays per annum, dependent on length in service (pro rata for part-time)</li> </ul>
Hours:	Monday-Friday, 37.5 hours per week
Reporting To:	Commercial Sales Manager / Managing Director

**ABOUT THE BUSINESS**

Charles Saunders is one of the longest established food service companies in the South West, We supply a full range of frozen, chilled and ambient foods together with an extensive range of catering products.

**ABOUT THE POSITION**

This position will suit someone who is enthusiastic, has marketing and PR experience and works well under pressure. You must also enjoy working with a variety of departments and developing strong relationships with colleagues and customers.

**Responsibilities will include but are not limited to:**

- Develop the company marketing strategy and manage company social media profiles, including: Facebook, Google+, Twitter and Instagram
- Update and manage the company website and online ordering system, providing up-to-date information and images, improving the customers digital experience.
- Monitoring pricing and coverage across ecommerce websites and analysing pricing structures.
- Manage the production of the annual food and non-food product guides
- Select and manage company sponsorship deals, advertising opportunities and charitable donations
- Work to budgets and deadlines to produce promotional and marketing material
- Create and produce monthly promotional offer booklets and ad hoc sales day flyers
- Organise and manage the set up and running of sales training events, corporate days, and trade shows
- Source, maintain and update the customer marketing email database in line with GDPR regulations
- Increase the company brand awareness and market presence by means of relevant marketing and press opportunities
- Act as a brand ambassador at trade shows and other events
- Build effective relationships with colleagues for assistance with marketing initiatives
- Have an understanding of the company's quality management system / standards, policies and vision and how the marketing department can adhere and contribute to these.

**Skills & Attributes:**

- Digital advertising expertise and proficient using all social media platforms is essential
- Strong IT skills and experience using Microsoft Office applications
- Experience of Google Ads, Google Analytics, pay-per click and ecommerce platforms
- Good attention to detail and accuracy
- Strong interpersonal skills with an enthusiastic and flexible approach
- Creative thinker and creative writing skills to product marketing materials and press releases
- Ability to interpret and act on market trends
- Highly organised, able to plan own workload and be self-motivated to meet marketing objectives
- Excellent communication and networking skills
- Ability to understand buyer needs and the sales process
- Good numerical skills to manage marketing budgets
- Ability to remain calm under pressure and to work to deadlines
- Strong problem solving skills with an ability to overcome obstacles and barriers
- Good knowledge of marketing techniques

All applicants must provide proof of eligibility to work in the U.K.

Charles Saunders Ltd is an equal opportunities employer, dedicated to a policy of non discrimination.

Due to the volume of applications received only successful applicants will receive a response.

**NO AGENCIES PLEASE.**