

# CHARLES SAUNDERS

## FOOD SERVICE

### Marketing & PR Executive

**Do you have marketing and PR Experience and want to work for one of Bristol's most inspiring companies as listed by the London Stock Exchange 2016?**

Charles Saunders Food Service are currently seeking a **part-time** Marketing and PR Executive to join our great team based in **Yate**, Bristol.

Salary:	Competitive rate of pay, dependent on experience
Additional Benefits:	Additional Benefits include <ul style="list-style-type: none"><li>• Life Assurance</li><li>• Income Protection</li><li>• Cyclescheme</li><li>• 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:	25 hours per week - can be flexible with days and times.
Reporting To:	<ul style="list-style-type: none"><li>• Commercial Sales Manager</li></ul>

#### **ABOUT THE BUSINESS**

Charles Saunders is one of the longest established food service companies in the South West, In February 2012 Charles Saunders acquired Good Morning Foods and Disposables to create a comprehensive independent food service, expanding our product range and delivery areas.

We are now proud to supply a full range of frozen, chilled and ambient foods, fresh and frozen seafood, together with an extensive range of tableware and disposable products.

Due to our continued success the company moved to a bigger premises in November 2017 located in Yate, Bristol.

#### **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.

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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
- Select and manage company sponsorship deals, advertising opportunities and charitable donations
- Work to budgets and deadlines to produce promotional and marketing material
- Manage the production of the annual food and non-food product guides
- 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
- Update the company website and online ordering system, providing up-to-date information and images
- Source, maintain and update the customer marketing email database in line with GDPR regulations
- Order company stationery and promotional printed material as required, reviewing suppliers to ensure the best value for money
- 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:**

- Strong IT skills and experience using Microsoft Office applications
- Digital advertising expertise and proficient using all social media platforms
- Experience of Google Ads, Google Analytics and pay-per click
- Good attention to detail and accuracy
- Strong interpersonal skills with an enthusiastic and flexible approach
- Creative thinker and creative writing skills to produce 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