

Head of Marketing – Maternity Cover (Godalming)

At The Book People our mission is to spread the joy of reading by making great quality books accessible to all at unbelievable prices. We are a hugely ambitious company and are about to embark on an exciting new chapter of our 30 year journey.

We are looking for a passionate and experienced leader to join us on a 12 month contract, helping to implement a new brand platform and guide the talented 11 strong (and growing) marketing team.

This role will be demanding and you will be expected to deliver significant milestones in the development of our business but successful completion would provide career defining experience.

The Role:

As part of this role you will be expected to:

- Deliver and influence a new brand marketing strategy, ensuring a consistency of voice is maintained across all channels.
- Search for marketing partnerships or other influencers who could drive the reach of the business.
- Ensure you are the customer champion, utilising customer insight to evolve our customer value proposition and deliver activity that is considered genuine and adds value.
- Drive increased performance from our current annual programmes such as our Bedtime Story Competition and celebrity partnerships.
- Monitor the performance of key customer segments as defined by the business, being able to learn from and adapt to, the results received.
- Oversee the day to day management of the marketing team, helping them to learn and evolve in their specialist disciplines whilst ensuring all activity delivers the brand message.
- Work with the Marketing Managers and CMO to create compelling strategies, briefs and KPI's for each channel.
- Continually review all systems and customer experience touchpoints and make recommendations on the performance.
- Routinely share programme results, industry trends and creative to help keep the wider team consumer-obsessed and results-oriented.
- Be self-sufficient and able to work without the need for close management.
- Monitor the competitor landscape, communicating any key movements to relevant stakeholders.

The Person:

- Equipped with keen commercial skills and have significant experience in creating and driving brand awareness and the delivery of revenue targets.
- Possess a growth mindset, keen to be positively challenged and to engage others at all levels to be their best.
- Has a demonstrable understanding of the theory and has experience of brand building & advertising development.
- Previous track record of working with senior stakeholders to deliver integrated campaigns.
- Highly numerate and able to easily interpret data for analysis.
- Has extensive experience of leading a team with strong influencer skills.
- Are passionate about our values and committed to realising our ambitions as a business.

Hours of work / Salary:

Monday to Friday, 9am – 5.30pm (37.5 hours per week). Competitive salary, to be discussed at interview stage.

Method of application:

If you would like to be an integral part of supporting our busy head office Marketing Team please submit your CV along with a covering letter and completed application form (available on our website www.thebookpeople.co.uk/jobs) to Holly Lancaster – Head of Marketing at holly.lancaster@thebookpeople.co.uk. **Closing date for applications:** 22 February 2019.