

## Job Title: Brand and Campaigns Marketing Manager Marketing Department - Godalming

With 30 years heritage and originally founded by true book enthusiasts, The Book People have always been and will always remain a brand with heart; priding ourselves on creativity, longevity and authority within the bookselling industry. We believe that every mind should be nourished, young and old. So we curate inspirational reading at incredible prices. Our mission is to inspire a lifelong love of reading by bringing great value books to our customers wherever they are.

We are currently going through an exciting digital transformation, putting the customer at the forefront of our brand and credibly going from story sellers to storytellers. We operate a unique and unrivalled business model that is rapidly being taken to the next level with a strong strategy and plan in place to deliver big growth. **We are looking for a Brand and Campaigns Marketing Manager with exceptional attention to detail to contribute to this, ensuring full ownership of the brand across all online and offline channels. The role will be perfect for someone who thrives on a challenge and being busy, wants to be part of ambitious growth plans and likes the idea of making their mark on a growing business.**

### The role...

- Own the planning, implementation and communication of all social media channels, PR (consumer and corporate) and SEO/content for all parts of the business - consumer, schools & field
- Manage our social and PR agency and media agency to deliver a robust online/offline brand and content strategy that aligns with our overall 3 year plan
- Support HoM and SLT with the full integration of brand campaigns across all marketing channels
- Own and maintain The Book People ToV guidelines ensuring sufficient communication to wider business as required
- Manage our brand positioning across all marketing campaigns including print, online, social media, press, ATL and packaging for all parts of the business
- Support HoM and SLT with building and maintaining an end to end process that ensures consistency and alignment across all internal and external communication
- Keep abreast and communicate new and progressive customer trends and product opportunities
- Carry out necessary market research and insights to inform future plans
- Own the brand and campaigns budget
- Develop, support, mentor and manage two direct reports
- Work with our in-house design team and external creative agency to ensure all online/offline requirements are on brand and align with our ToV
- Drive data analysis and work closely with our analytics team (and relevant tools e.g. Brand Watch) to understand the instrumentality of all brand campaigns
- Work with buying, merchandising, finance, analytics and ecommerce to ensure all are kept up to date with brand practices, ToV and other brand developments as required



**You will have...**

- At least 2 years of experience in brand, social media, PR and team management
- Experience working for a multi-channel retail business/brand
- Experience working with and managing agencies
- A strong understanding of brand metrics and tracking brand campaigns
- An unrivalled knowledge of GDPR, ASA and pricing practices rules/guidelines
- A proven track record of working at a fast pace with tight deadlines in a busy environment
- A genuine desire to help the business build its brand and achieve its ambitions

**Admin:**

Monday to Friday 9.00am-5.30pm (37.5 hours per week)

Competitive salary, to be discussed at interview stage

Based in Godalming

Travel to our agencies in London and Manchester will be required as necessary

Travel to our offices in Bangor and Haydock may occasionally be required

**Method of application**

If you would like to be an integral part of the marketing team, please submit your CV along with a covering letter to [becky.waters@thebookpeople.co.uk](mailto:becky.waters@thebookpeople.co.uk)