**Marketing Executive (Farm Division) – Permanent – Head Office, Lytham, Lancashire - £30,000 to £37,500 (depending upon experience)**

**About the Role**

Duties and responsibilities will include but not be limited to:

MARKETING

* Be responsible for the implementation of clearly defined marketing strategies.
* Prioritise the Division Sales and Marketing requirements with the DD to form an annual plan which will maximise divisional and individual company ROI
* Work closely with the NSM’s to formulate and implement annual sales and marketing plans and initiatives for both the UK and Irish markets

PRODUCT DEVELOPMENT

* Assist in identifying new product opportunities through thorough market and competitor analysis
* Keep up to date with all competitive developments
* Support product development with the R&D department following an approved process
* Constantly strive to improve the existing product offering
* Build strong relationships with KOL’s and industry leaders

BRAND INTEGRITY

* Ensure the implementation of the Brand Guidelines for Agri Lloyd

LITERATURE

* Clearly define best practice for the use of marketing literature and promotional materials
* Ensure brand compliance and integrity at all times

ADVERTISING

* Manage and build good working relationships with key agencies
* With the DD, develop advertising campaigns to complement existing sales campaigns and seasonal activities
* Ensure brand integrity at all times
* Negotiate the best possible rates
* Follow the in-house SOP

SHOWS

* With the EM, co-ordinate all space booking ensuring best possible location and price at all times
* In conjunction with the EM’s, be responsible for overseeing all stand design
* For all national shows, attend, manage and oversee all on site stand construction

MEMBERSHIP REWARDS PROGRAMME

* Manage the Agri Lloyd rewards programme with the support of the MA
* Constantly strive to improve product offering and value
* Ensure all programmes are up to date at all times
* Develop a monthly communication message to all members by email

SOCIAL MEDIA / WEBSITE

* With the HOD, evaluate, improve and manage the social media and internet-focused marketing strategy

**About You**

* At least 2 years B2B product marketing experience.
* Ideally you will be degree education in a marketing/business related subject.
* An understanding of the agricultural sector would be highly advantageous.
* A natural rapport builder at all levels.
* Excellent IT skills.
* Highly organised.

**About Us**

Agri-Lloyd is part of the Tangerine Group and has been at the forefront of ruminant nutrition for over 30 years.

We’re passionate about being the best and you should be too!

**Interested?**

Apply online for immediate consideration.