**Marketing Manager (Farm Division) – Permanent – Head Office, Lytham, Lancashire - £35,000 to £40,000 (depending upon experience) and a company car**

**About the Role**

Duties and responsibilities will include but not be limited to:

*Marketing*

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

*Product Development*

* Identify new product opportunities through thorough market and competitor analysis.
* Keep up to date with all competitive developments.
* Lead 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*

* Create and ensure the implementation of the Brand Guidelines for Farmsense and Agri Lloyd.

*Literature*

* Clearly define best practice for the use of marketing literature and promotional materials.
* Ensure brand compliance and integrity at all times.
* Be the final sign off on all materials.

*Adveritsing*

* Manage and build good working relationships with key agencies.
* 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*

* 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 Marketing Assistant.
* 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*

* Evaluate, improve and manage the social media and internet-focused marketing strategy.

*Promotional Items*

* Help select and agree a range of promotional items.
* Improve offering each year by upgrading quality of range.

*Direct Sales*

* Responsible for producing a quarterly direct mail mini catalogue.
* Hiring training and managing a telesales team.
* Manage the e-commerce website.
* Expand the range of products to produce a Screwfix type catalogue for the farming industry.

**About You**

* At least 5 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.