



## Marketing Manager

### Exciting opportunity supporting iconic brands

Scotland's red meat industry contributes more than £2 billion to our economy and proudly produces the iconic Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork brands.

Quality Meat Scotland (QMS), the organisation behind these brands, is looking to recruit a marketing manager to play a pivotal role in promoting and growing the industry's brands. This role plays an important part of QMS's remit to develop and improve the profitability and sustainability of the Scottish red meat industry.

The successful applicant will play a key role in QMS's Marketing and Communications team responsible for the planning and delivery of successful marketing campaigns behind the brands. A 100% team player, they will have experience in a senior marketing role and be familiar with qualitative and quantitative insight gathering, data analysis and concept preparation and evaluation.

The post is Edinburgh-based and requires travel throughout Scotland and occasionally elsewhere in the UK. A competitive remuneration package will be offered with a starting salary reflecting qualifications and experience. This is a full time post however QMS offers flexible working.

To apply for this role please request an application pack by emailing [applications@qmScotland.co.uk](mailto:applications@qmScotland.co.uk). The application form should be completed and returned along with a cover letter stating why you believe you are a suitable candidate for this role.

Further information about QMS can be found at [www.qmScotland.co.uk](http://www.qmScotland.co.uk) or for more information about the role please contact Carol McLaren on 0131 510 7920.

Closing date for applications is **5.00pm 22nd August 2018**



## Marketing Manager Job Description

Responsible to	Director of Marketing and Communications
Main purpose of job	To develop and deliver a range of marketing activity to successfully grow awareness of the Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork brands, and what sets them apart to drive purchase decision.
Location	This post is Edinburgh-based and requires travel throughout Scotland and very occasionally elsewhere in the UK
Hours	35 hours Monday – Friday However, given the nature of the role there may be some flexibility of working hours, with occasional weekend and evening working.

### Job specification:

- Graduate, preferably with CIM qualification and an expert knowledge of the principles of marketing, advertising and communications. Strong project management skills, time management and persuasive written and verbal communications. Comfortable with the practical use of Microsoft business systems.
- Thorough knowledge of all areas of research including both qualitative and quantitative insight gathering, data analysis / summarising and concept preparation and evaluation. Experience of Kantar would be preferred.
- An excellent knowledge of marketing principles and tactics involving creative brief writing, creative development and creative evaluation. Experience of managing relationships with creative suppliers and managing the tender process for creative agencies.
- A professional understanding of media and practical experience of managing communications, advertising and brand/ corporate promotions on traditional as well as digital platforms
- Total team player, comfortable with mentoring more junior team members
- Experience with procurement protocols
- Experience of delivering excellent food photography and recipe development
- Experience of being a brand guardian and social media opportunities
- Confident with dealing with key stakeholders

### Personal specification

- Strong professional communication skills including written, verbal and presentation.
- Creative, a passionate ideas leader as well as an inspiring day-to-day project manager with the drive to make a real difference to the business.
- Persuasive and a positive influencer



- Hard-working and dedicated to the team with a sleeves-rolled-up determination to 'get the job done'
- A strong customer and consumer focus and willing to 'go the extra mile' and 'not settle for second best'
- Sees the 'Big Picture' while being able to listen to, consider and appreciate the opinions of management and colleagues