

Role Profile – Spar UK

Title	Marketing Assistant	Reports to: Retail Marketing Manager
Department	Marketing	
Location	Harrow	

Dimensions

a) **Responsible for People:**
None

b) **Financial Responsibility (Delivery & management of agreed budgets, to include:)**
Awareness of Financial constraints and opportunities will be necessary.
Requesting and negotiating agency quotes and ensuring invoices match quotes and are within agreed project budget.

c) **Communication – Key contacts and relationship**

Internally (within department)

Team members/colleagues and direct line management
Reporting and team briefing events

Internally (across department)

To liaise fully with Trading, Marketing, Finance and Retail departments at all times
To liaise fully with in-house designer at all times

Internally (RDC's)

To liaise fully with all RDC departments: Marketing, Sales and Trading and others as required: In relation to creating, communicating and delivering the SPAR Selling Plan.
To provide relevant and timely information as appropriate to enable RDC's to optimise business performance.

Externally (i.e. agencies, organisations)

Brief agencies as required (i.e Radio, design, marketing, print, and PR)
To provide relevant and timely information as appropriate to enable successful delivery of projects.

Work Pattern

09:00 – 17:00 with one hour for lunch day to day, but flexible depending on deadlines and events.

Based at Spar UK in Harrow but travel may be required to UK locations, including Scotland and Northern Ireland.

Purpose of Role

To support the Retail Marketing Manager in creating, communicating and delivering the SPAR Selling Plan which is customer focussed while being commercially beneficial for the business. The role encompasses (but is not limited to) working across departments to deliver successful seasonal campaigns, managing point of sale with external agencies and communicating agreed marketing activity to all stakeholders.

SPAR

SPAR is a 'symbol' group, which means individual SPAR members retain their independence but enjoy the advantages of belonging to a global brand. SPAR members reap the benefits of being part of a large international organisation with collective buying and marketing power, a strong corporate image and impressive back-up resources. The distribution is organised through 5 wholesalers (RDCs) who are individual businesses in their own right and who then supply product to their own (company-owned) stores and independent retailers.

The role of Marketing Assistant is key to ensuring that we have a cohesive National message for customers.

Principle Accountabilities

Selling Plan Campaigns

- Identify new opportunities and generate creative ideas for in-store execution of Selling Plan activities, based on competitor and industry research
- Generate timelines and project plans to ensure effective implementation and deadlines met
- Work with internal and external colleagues to create supporting marketing materials and communications
- Reporting and reviewing of key events
- Support line manager and wider marketing team with all aspects required to deliver the SPAR Selling Plan including organising meetings, creating presentations and any other tasks as required

Point of Sale

- Work with the external print agency to oversee production and delivery of periodical point of sale kits to all stores
- Support with management of the point of sale budget on going, securing quotes, review invoices and liaise with stakeholders on budget capabilities
- Liaise cross departmentally to co-ordinate periodical promotional POS via an automated POS generation website. Work with an external agency on any website developments.

Marketing Activation Guide

- In conjunction with our internal designer create and deliver our periodical marketing activation guide

Measures for the role

Key Performance Indicators

- Effectively create and manage comprehensive marketing communication plans
- Successful implementation of campaigns and customer engagement
- Ability to comfortably manage workload with minimal supervision
- Routinely meet deadlines
- Activity is within set budgets

Behavioural Capabilities

Customer focussed – identifies customer needs and ensures they are the focus for everything

Communication – *Sharing information, giving feedback and providing advice*

- Successfully uses a wide range of communication methods, written and oral.
- Questions effectively to gain information
- Understand & Champion the SPAR selling plan through passion & drive within the communication process.

Internal and External Communication – *Proactively developing good relationships*

- Encourages a “customer service” approach in the team as well as retailers, internal and external stakeholders which will drive the SPAR selling plan.

Team Working – *Proactively working with others*

- Is aware of the need to work with people in own or other teams
- Works proactively with others within the team helping out when possible

Developing Self and Others

- Seeks and uses opportunities to learn and develop

Results orientation

- Using own initiative to ensure that results are achieved.

Person Specification for the role

	Essential
Qualifications	Marketing Qualification or Degree Preferred - Driving Licence
Experience	Minimum of 1 years experience in a marketing role preferable in FMCG or Retail industry. Candidate needs to have experience of working with external agencies and managing communication plans
Skills	<ul style="list-style-type: none"> • High level of numeracy and literacy • Data and market research skills • Good academic background • Computer skills – Advanced Excel, Powerpoint and Word • Project management • Eye for detail • Good written and verbal communication skills • Influencing & Negotiating • Multi-tasking • Organising & Planning • Presenting skills • Strong commercial understanding
Competencies/ behaviours	<ul style="list-style-type: none"> • Customer focus – identifies customer needs and ensures they are the key focus for everything we do. • Communication – Strong written and verbal communication skills, • Team working – takes an active part in the team and encourages others to do so. • Results orientation – using own initiative to ensure that results are achieved • Good time management – balancing differing priorities and demands