

## Job Description

<b>Job Title:</b>	Marketing Manager
<b>Reporting to:</b>	Managing Director
<b>Salary Package:</b>	In excess of £30,000 Company profit bonus of up to 8% of salary Pension, Life Assurance, Permanent Health Insurance and Private Medical Insurance
<b>Employee Discount</b>	Heavily discounted employee scheme
<b>Hours:</b>	37 Hours + per week
<b>Location:</b>	PO15 5RL

GMK are looking for an experienced marketing professional to come and work in an integral part of the Company. Reporting to, and working closely with, the Managing Director and the sales management team this is a key role within the Company. The role is very varied and challenging. A passion for country sports would be a distinct advantage, if not a willingness to understand this community is essential.

### The Team:

The team includes one full time and one part time graphic designer. There are also two in-house web developers that will assist in updating our sites and other web work. Marketing support is also offered by the sales department and various admin staff within GMK.

### The Role:

#### Media Management

- Liaising with shooting journalists regarding product review and press releases
- Generating PR for the company and liaising with our appointed PR agency
- Writing and dispatching press releases in conjunction with the product managers

#### Media planning and negotiating

- Negotiating and booking the media schedule

#### Advert and Brochure

- Managing the work schedule of and briefing the in-house graphic designers
- Proof reading and image proofing of the advertisements and company brochures

#### Web and Social Media

- Management of and updating of web-site and social media platforms

#### Event Management

- Manage promotion and organisation for the Beretta World and Benelli Sp'auto clay target shooting completions
- Organise other GMK events including the CLA Game Fair, Shooting Show and other trade shows
- Gallery and Harrods events
- Oversee organisation of dealer events

#### New Product Launches

- Helping product managers to maximise the impact of new product launches.
- Liaison with supplying companies over launch material, timing and any other aspects of the launch.

#### **Requirements of the role:**

Passion for country sports or willingness to understand this community

Strong analytical, numeracy and project management skills

Excellent written and verbal communication skills

Proven experience of developing and delivering marketing and communication strategies

Experience with digital, mobile and social media

Team Management / Interpersonal skills

Willingness to travel and work collaboratively with other teams

#### **In order to apply, please submit the following:**

- Covering letter explaining why you feel the role is right for you
- CV
- Completed application form (available from our website)

**Closing Date:** Monday 31<sup>st</sup> August 2015