**ROLE PROFILE – November 2024**

| **Title**  **Reports to** | **Marketing Executive**  **Head of Marketing & Comms** | | **Brand**  **Location** | **PaintWell**  **Flexible Working / Bromborough Based** |
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| **Role and context** | | **Need to do** | **Role Capabilities** | **Personal Attributes** |
| **Purpose**  This role’s purpose is to drive and implement the overall marketing strategy for the PaintWell brand online & offline. This role aims to increase brand awareness, develop strategies and content to increase PaintWell brand awareness and drive qualified traffic to all platforms. This role aims to increase brand awareness, develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door(s).  **Context**  PaintWell is a one-stop shop for painting and decorating supplies, materials, tools, and accessories. With over 100 years of combined experience, we provide a huge range of trade-quality paints and painting accessories from all the major brands to both a Trade and Retail customer base. Relationships  * Head of Marketing & Comms * Area Managers * Branch Managers * Head of Digital * Digital Marketing Executive * Creative Content Designer * CEO | | Outputs  * Work with the Head of Marketing to help implement & drive the marketing strategy and brand guidelines across the PaintWell network in line with the business strategy. * Support the Head of Marketing to develop & implement the brand’s paid and organic social media strategies with the aim of: * Driving new traffic & customers to our social media & web sites * Increasing brand awareness and engagement among existing and new audiences * Lead on all paid social media campaigns, managing all activity end-to-end with the aim of acquiring new customers throughout the year. * Ownership of organic and paid social media roadmap and a monthly calendar to meet specific objectives. * Manage the day to day running of all social media accounts including organic content & sponsorship packages with agreed sponsors. * Ensure store network has up to date & consistent POS in line with brand guidelines. * Implementing & measuring brand campaigns across the store network * Develop marketing processes and procedures to optimise efficiency. * Build catalogue of hyper local & regional marketing knowledge for all store locations to grow local brand awareness & community engagement. * Organise promotional events such as trade shows. * Assist in developing, contributing to and executing a comprehensive internal communications plan. * Support in building customer loyalty & increasing customer lifetime value through customer segmentation & targeted omnichannel campaigns | **Key Performance Indicators**   * Marketing ROI on all campaigns * Value creation at POS * Store rate of sale increase * ATV in stores * ROAS on social advertising   **Experience**   * 3 years’ experience in a broad marketing role, experience working with multi-sites would be beneficial * Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate. * Experience managing multiple social accounts, using these to target new audiences & report on ROAS * Experience managing multiple stakeholders & suppliers. * Hands-on experience creating content & working with a creative studio and/or agencies. * You’re naturally creative with an ability to ideate fresh and original ideas that our creative team can bring to life (text, image and video) * Experience managing Marketing budgets. * You can demonstrate past work and hands-on experience in content management and storytelling. * Experience in Home DIY or construction is desired. | **Focus on Results**  Consistently delivers results that directly impact business success in line with business goals.  **Commercially Minded**  Understands and applies commercial and financial principles to optimise marketing campaigns for maximum ROAS.  **Attention to Detail**  Exhibits meticulous attention to detail in campaign planning & competitor research, ensuring the highest quality output.  **Relationship Management**  Builds mutually beneficial business relationships with internal and external stakeholders collaboratively.  **Communication Skills**  Must demonstrate excellent written & verbal communication & decision-making skills.  **Cross-functional Impact**  Engages proactively with various departments to align marketing strategies with overall corporate goals, prioritising collective success over individual achievement.  **Decisiveness**  Demonstrates resilience and sound judgment in a rapidly growing business, making swift and effective decisions to maximise campaign performance and ROI. |