



JOB SPECIFICATION - MARKETING MANAGER

Company: Bright Red Publishing Ltd

Location: Mitchelston Business Centre, Mitchelston Drive, Kirkcaldy.

Job title: MARKETING MANAGER

Salary: £27,500 per annum (pro rata)

Reports to: Alan Grierson - Owner Reports to: John MacPherson - Owner

Level/Grade:

Type of position: Part-time

Term: Permanent

Location:
Scotland with attendance at
team meetings in Edinburgh

Hours:
Flexible 22.5 / 30 per week
(3/4 days per week)

General Description:

This is an excellent opportunity for an independent and pragmatic individual to work flexibly from home. The key aim of the job is to manage creative marketing efforts and drive company sales. General duties will include managing all marketing plans and delivery, attending conferences and events, organising mailings and mailing lists, pushing social media efforts, undertaking annual catalogue production and website development. Successful promotion of the list to Scotland's schools, colleges and libraries is imperative, as is liaising with key trade contacts. Must be a capable and confident driver with ability to travel.

Marketing:

- Plan, design and execute marketing campaigns across all channels to drive sales
- Produce monthly email newsletters to parents/students and schools
- Maintain recipients' database so that it is organized and accessible
- Develop and deliver briefs for attractive internal and external marketing materials
- Produce accurate, effective marketing copy for frontlist/backlist title campaigns
- Create sample material mailing copy to promote new publications
- Manage and deliver the BRP annual catalogue
- Develop advance information materials and supply to conferences and trade
- Develop and maintain market knowledge and update online presence as required
- Undertake market research, organise focus groups and teacher interviews
- Maintain a strong social media presence across all channels
- Manage partnerships and develop new partnership opportunities.

Sales:

- Organise company presence at teaching conferences and attend events
- Purchase suitable marketing giveaways for events and conferences
- Provide all required data to Amazon, Nielsen and BDS data for forthcoming titles
- Send catalogue and sample or AI material to all key trade contacts
- Monitor sales data to assess impact of marketing efforts.

Applications to info@brightredpublishing.co.uk by Friday 03rd June, 2022
Informal enquiries to john.macpherson@brightredpublishing.co.uk