



Marketing Manager

Petworth Places

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About Market Town Developments

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Established in 2010, the group comprises a multiple-award-winning food brand, The Hungry Guest (a double winner of UK delicatessen and farm shop of the year), E. Street Bar & Grill, and The Angel Inn (with seven upmarket guest rooms). The group also includes Augustus Brandt, a interiors and antiques business, and Newlands House Gallery, an exciting new gallery and exhibition space.

About the Role

We are hiring a Marketing Manager to lead our company's marketing efforts for the hospitality side of the business. This is a great opportunity for someone looking to expand their experience across the whole marketing mix with a diverse group of businesses.

The successful candidate will be responsible for evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness and positioning for our company's brands. The Marketing Manager will also work closely with our finance team to develop a pricing strategy to maximise profits and ROI.

To be considered for this position, you will need a bachelor's degree in marketing, communications, or similar qualification. You will also need to have proven experience in running a marketing team and marketing campaigns. High competency in project and stakeholder management is a huge advantage but not essential.

The individual in this role will be required to work with the wider management team, and must be able to manage pressures from the business and various stakeholders, prioritising work to ensure effective delivery.

Responsibilities

The Marketing Manager will:

- Provide strategic support to the business and functions to produce and deliver integrated marketing and communications plans that help shape the destination and drive business growth.
- Work with internal stakeholders and strategic advisors to deliver marketing, internal & external communications and business support reflective of the owners' long-term vision and objectives for the portfolio.
- Oversee the marketing department, including developing a sound marketing strategy and marketing plan; coordinating, directing and project managing all marketing efforts from start to finish; and communicating the marketing plan to internal stakeholders.
- Understand and develop budgets, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Work with the management team on delivery of all new websites and marketing collateral.
- Manage social media platforms and advise and train staff on social media strategy

WE OFFER:

- Staff discounts at all group outlets
- Holiday entitlement of 28 days per annum including Bank Holidays (for full time roles).
- Learning and development opportunities

LOCATION: Petworth, West Sussex

EMPLOYMENT: Permanent, Full time

HOURS: 40 Hours

Job Types: Full-time, Permanent

Work authorisation: Permitted to work in the United Kingdom (required)

Work Location: One location

If you would like a full version of the job description, please contact us directly on recruitment@petworthplaces.com