



Job Description

Role: **Marketing Executive (Head Office)**

Key Stakeholders Marketing Director, Head of Marketing, Support Office Teams within Black & White Hospitality, Marketing Manager, Marketing Agencies, Franchise Owners, General Managers and Sales & Marketing Teams

Base/Location Office based (Birmingham)

Who are we

Marco Pierre White is an acclaimed chef, restaurateur and TV personality. He has restaurants across the UK under different concepts namely Marco Pierre White Steakhouse Bar & Grill, Marco's New York Italian, Wheeler's of St James's, Mr. White's English Chophouse, Koffmann & Mr. White's, Bardolino Pizzeria, Bellini & Espresso Bar and Marconi Coffee and Juice Bar. Black & White Hospitality, of which Marco is a shareholder partners and aligns with Franchisees to deliver the various brand concepts in both shared and standalone spaces.

Purpose of Role

As Marketing Executive you will support the Marketing Director / Head of Marketing and Marketing Manager with the execution of a multi-channel annual marketing strategy and aligned strategic marketing plan that builds brand awareness, reputation, provides sales leads and measures the return on marketing project investment.

This role will see you managing the day to day contact with our franchise operators through our shared Marketing inbox, as well as regularly communicating with our external marketing agencies namely Digital, Social, PR, Creative and Print to ensure campaigns roll out on time. You will actively support the planning, organisation and execution of multiple events ranging from trade shows and conferences, to launch parties and MPW restaurant events. Consistently keeping up to date and staying ahead of current trends, you will take an active role in the creation of marketing collateral and be the key point of contact for marketing, trends and insights in your allocated region.

What we would like from you

You will have at least 4 years experience in a well-rounded marketing role, with a solid understanding of digital marketing; including SEO & PPC, and a previous focus on B2C marketing. You'll have a great understanding of digital marketing and social media, being interested in the latest developing trends and innovations and be full of ideas for how we can apply to our own business. Ideally your experience will have come from a similar role within F&B and hospitality. You'll have tonnes of passion for our industry, and strong written / presentation skills to help you communicate effectively with a variety of key stakeholders.



Who you are

In order to support this busy function, you should be an experienced B2C marketer, have a track record of delivering creative campaigns with a clever strategy gained over at least 4-years experience in a well-rounded marketing role. You'll have a real passion for the food, hospitality and leisure industry with heaps of charisma and strong presentation skills. A solid understanding of digital marketing including SEO, PPC are essential as well as strong copywriting skills gained through writing blogs, articles and marketing copy.

What Good looks like

Each day for you will be different. The goal post may change as we scale up and as you have your daily challenges but the core of your KPIs will be the same. Good looks like great **feedback from your interactions from MPW Restaurants Operators, delivery of the tactical marketing on time and in budget, and supporting the delivery of an effective marketing strategy that drives brand awareness and customer engagement.**

Competencies

Digital Marketing

<p>I demonstrate a Digital Marketing Aptitude because</p>	<p>I understand the various types of digital assets and digital channels that can be used collectively within a campaign to reach the customer. I understand the appropriate times to use various digital channels and the cost implications. I take responsibility for the development and management of digital marketing campaigns to raise brand and product awareness.</p>
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Social Media

<p>I demonstrate a Social Marketing Aptitude because</p>	<p>I am socially aware and understand various social relationship tools that can be used to track and engage potential and current customers. I take responsibility for managing the social media and online interactions with customers, ensuring that they align with the brand and are appropriate for each medium. I keep up to date with social media technology and the latest social media platforms and work with the marketing team to look at ways social media can work within wider campaigns</p>
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Creative

<p>I demonstrate a Creative Marketing Aptitude because</p>	<p>I think outside the box. I present ideas for creative campaigns to colleagues and stakeholders and work closely with other areas of the business and agencies to execute creative campaigns</p>
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Operational

I am commercially aware because	I keep up to date with current trends. I am aware of the various types of digital and social assets and channels that can be collectively used within a campaign. I understand the appropriate times to use various channels, the cost implications and how to utilise between campaigns
I excel in planning and organising because	I plan ahead and work in a systematic and organised way, focusing on stakeholder satisfaction. I effectively manage projects and other workloads to meet timescales, budgets and schedules. I identify clear outcomes, set and communicate appropriate targets and milestones

Communications & Team Working

I am an effective relationship builder because	I engage and interact effectively with internal and external stakeholders and customers. I establish and manage appropriate relationships with internal and external stakeholders. I am able to assess and respond to team, stakeholder and customer needs, and evaluate satisfaction
I demonstrate editing & marketing scripting because	I have the natural ability to write a piece of content that can be used in a marketing campaign. I have good use of grammar and English language
I am an effective communicator because	I am able to present and convey information in a confident, clear and interesting way, in a manner appropriate to the target audience. I am able to present ideas, reports, facts and other information clearly and concisely. I am comfortable to consult with customers, partners and stakeholders, to provide information and receive input and feedback

What's in it for you?

A competitive salary, an opportunity to work alongside a fun, diverse and dynamic team, opportunities to develop and progress your career, half price dining in all our restaurant brands and a chance to be a part of something special.

The above is designed to help you in the understanding of your role and is not intended to be a definitive list of your duties, as flexibility in meeting Company and guest's needs is required by all employees.