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| <b>TITLE</b>                      | <b>Marketing Manager – Maternity Cover FTC</b>   |
| <b>REPORTS TO</b>                 | Managing Director, Growing Systems – dotted line to Chairs Office  |
| <b>KEY RELATIONSHIPS</b>          | <ul style="list-style-type: none"> <li>• Chairs Office</li> <li>• Regional Business Unit Leaders</li> <li>• Regional Marketing Teams</li> <li>• Growing Systems Sales &amp; Product Management Team</li> </ul>   |
| <b>ROLE SUMMARY</b>               | To develop and manage the international digital and offline activities of the group to appeal to a broader international investment and large customer base.   |
| <b>PERSONAL ATTRIBUTES</b>        | <ul style="list-style-type: none"> <li>• Energy!</li> <li>• Creative thinking with attention to detail.</li> <li>• Excellent inter-personal &amp; communication skills at all levels</li> <li>• Teamwork and Leadership approach</li> <li>• Enthusiasm for problem solving/creativity.</li> <li>• Desire to learn and improve. Continuous improvement mindset.</li> <li>• Flexibility and adaptability to change.</li> <li>• Good professional values and attributes</li> </ul>  |
| <b>PRINCIPLE RESPONSIBILITIES</b> | <p><u>Product Launch &amp; Marketing</u></p> <ul style="list-style-type: none"> <li>• Work directly with the Growing Systems Innovation and Product Management teams to ensure that Product Launches are planned, coordinated, and concentrated upon the correct audiences.</li> <li>• Develop and manage all collateral, online and offline, to support multi regional, multi-language best in industry material</li> <li>• Bring consistency to the approach to all product marketing in terms of placement, content and use of visuals.</li> </ul> <p>Manage and maintain online portal for the internal accessing of all product marketing collateral, visuals, and imagery.</p> <p><u>Lead Generation</u></p> <ul style="list-style-type: none"> <li>• Continue to develop digital lead capture and nurturing activity</li> <li>• Coordinate exhibitions and events</li> </ul> <p><u>Digital Presence</u></p> <ul style="list-style-type: none"> <li>• Be the social media champion and oversee all social media activity, to include the business account management of all platforms.</li> <li>• Maintain and improve website, alongside web developers</li> <li>• Manage SEO and PPC click activity</li> </ul> |
| <b>SECONDARY RESPONSIBILITIES</b> | <p><u>Brand Promotion</u></p> <ul style="list-style-type: none"> <li>• Development of Haygrove’s external brand perception to a wider audience</li> <li>• Investor appeal and approach to attracting investor interest in our customer business model</li> <li>• Further development and roll out clearer connections of the integration value of the</li> </ul>   |

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|                              | <p>business externally to re-capture and build on our 'For Growers by Growers' USP</p> <p><u>Group Coordination &amp; Brand Strategy</u></p> <ul style="list-style-type: none"> <li>• Gain an in depth understanding of Haygrove's overall and business division strategy</li> <li>• Develop a clear and tactical online Marketing strategy to support the development of the broader business goals</li> <li>• Oversee the deployment of annual marketing activity plans for each division to support the business objectives</li> <li>• Develop and execute the regional Growing Systems marketing strategy</li> <li>• Roll out a clear and measurable social media plan for the Growing Systems division</li> <li>• With a heavy focus online, coordinate internationally the links between marketing and product placement activity across the Group.</li> <li>• Ensure that the Group Brand Guidelines are utilised and provide a level of consistency across the group.</li> <li>• Bring together the Group's growing and growing systems outward looking promotion in order that consistency of message, themes and tone are aligned whilst allowing for local cultural application.</li> </ul> <p><u>Group Marketing Budget</u></p> <ul style="list-style-type: none"> <li>• Set and work within marketing budget</li> <li>• Analyse and interpret the quality and use of marketing funds</li> </ul> |
| <p><b>EXPERIENCE</b></p>     | <ul style="list-style-type: none"> <li>• Proven experience in B2B marketing role</li> <li>• Hort / Agricultural experience desirable, but not a prerequisite</li> </ul>  |
| <p><b>QUALIFICATIONS</b></p> | <ul style="list-style-type: none"> <li>• Appropriate Degree or further education</li> <li>• Full clean driving licence</li> <li>• Passport</li> </ul>  |