**Job Title:** Marketing Executive
**Location:** Pet Brands Innovation Hub, West Yorkshire WF17 9QD (Office-based, 5 days a week)
**Reports to:** Group Head of Marketing
**Company:** Pet Brands

**About Us:**

Pet Brands is the home of market-leading food, treats, accessories, and everyday essentials for pets and wild birds. We are a passionate and innovative company, focused on delivering the highest quality products for pet owners across the UK. With a diverse portfolio of trusted brands, we strive to improve the lives of pets and enhance the bond between pets and their families.

We are now seeking a dynamic **Marketing Executive** to join our growing team. This role will be based at our Pet Care Innovation Hub in West Yorkshire and is key to driving the success of our marketing initiatives across multiple retail channels and digital platforms.

**Role Overview:**

As a **Marketing Executive** at Pet Brands, you will play a vital role in activating brand plans across retail channels and enhancing our digital footprint. You will work closely with the Group Head of Marketing to deliver innovative marketing strategies that engage customers and drive brand awareness. You will be responsible for executing campaigns, supporting product launches, and ensuring our brands are positioned strongly within the market.

**Key Responsibilities:**

* **Brand Activation & Retail Marketing:**
	+ Support the execution of marketing strategies for key brands within retail channels (supermarkets, pet stores, etc.).
	+ Work collaboratively with internal teams and external partners to implement promotional activities and in-store marketing materials.
	+ Monitor and report on retail performance, making data-driven recommendations to optimize brand presence and sales.
* **Digital Marketing & Growth:**
	+ Develop and execute digital marketing campaigns across a variety of platforms (social media, website, email, etc.) to increase brand visibility and customer engagement.
	+ Manage and enhance the company’s digital presence, ensuring consistent brand messaging across all online channels.
	+ Collaborate with external agencies and internal teams to produce digital content, manage paid media campaigns, and optimize website performance.
* **Market Insights & Analysis:**
	+ Conduct market research and competitor analysis to support the development of marketing strategies and ensure brand competitiveness.
	+ Analyse campaign performance data and customer insights to drive continuous improvement in marketing efforts.
* **Cross-Functional Collaboration:**
	+ Work closely with product development, sales, and design teams to align marketing strategies with product offerings and business goals.
	+ Provide marketing support for new product launches, ensuring effective positioning and communication across all channels.

**Skills & Experience:**

* Experience in a marketing role, ideally within the consumer goods industry.
* Strong understanding of retail marketing and digital marketing platforms, including social media, email marketing, and SEO.
* Ability to create and execute marketing campaigns from concept to completion.
* Excellent communication and project management skills, with the ability to work collaboratively with multiple teams.
* Analytical mindset with experience in monitoring and reporting on campaign performance.
* Passion for pets and a genuine interest in the pet care market is desirable.

Salary: £26,000-£30,000 DOE