Marketing Manager – Pet Wholesale

\*\*Location:\*\* Birstall, West Yorkshire. On-Site.

\*\*Salary:\*\* £30,000-£35,000 per annum DOE

**\*\*About Us:\*\***

We are a leading wholesaler in the pet industry, dedicated to providing our customers with exceptional products and services. As we continue to grow, we are looking for a dynamic Marketing Manager to join our team and drive our marketing initiatives.

As our Marketing Manager, you will play a key role in supporting our Pet Category team. This is an exciting opportunity to work with suppliers, drive promotional campaigns, manage stock, and assist with the smooth running of our operations. If you’re proactive, detail-oriented, and love variety in your day-to-day tasks, then this is the perfect role for you!

**\*\*Role Overview:\*\***

The Marketing Manager will play a pivotal role in managing our marketing production and supplier-funded promotional activities. This position requires a strategic thinker with a strong background in B2B marketing activation, capable of executing impactful campaigns across various channels including social media, email, print materials, and website management.

***This role is based in our Pet Hub location in Birstall West Yorkshire. Our Pet Hub is the home of all things pet; from design and innovation to wholesale and ecommerce. Our team thrives in a collaborative, energetic environment. Please ensure you are able to work in an on-site setting 5 days a week prior to applying.***

**\*\*Key Responsibilities:\*\***

- \*\*Marketing Production Management:\*\* Oversee the production of marketing materials, ensuring they align with brand guidelines and meet the needs of our supplier partners.

- \*\*Supplier-Funded Promotions and Activity:\*\* Manage supplier-funded promotional activities from conception to execution, ensuring maximum visibility and return on investment.

- \*\*B2B Marketing Activation:\*\* Develop and implement innovative B2B marketing strategies to enhance brand awareness and drive sales among our wholesale customers.

- \*\*Social Media Management:\*\* Create and execute social media campaigns tailored for B2B audiences, focusing on engagement and lead generation.

- \*\*Email Marketing:\*\* Design and manage targeted email marketing campaigns to inform and engage our customer base, utilising analytics to optimise performance.

- \*\*Promotional Management:\*\* Coordinate promotional activities and events, working closely with suppliers and internal teams to ensure successful execution.

- \*\*Print Materials:\*\* Collaborate with design team to develop high-quality print materials that effectively communicate our brand and product offerings, in line with our strategic calendar.

- \*\*Website Management:\*\* Oversee the content and functionality of our website, ensuring it remains a valuable resource for customers and effectively showcases our products and promotions.

**\*\*Qualifications:\*\***

- Proven experience in trade marketing or a related field, preferably within the B2B sector.

- Strong project management skills with a keen eye for detail.

- Experience in managing partner promotional activities.

- Proficient in digital marketing, including social media and email marketing.

- Ability to create compelling print materials and manage website content.

- Excellent communication and interpersonal skills.

- Strong analytical skills to assess campaign performance and optimise strategies.

**Why You’ll Love This Role:**

* **Variety & Ownership**: No two days are the same—whether it’s managing promotions, working with our supplier base, or supporting cross-functional teams, you'll take ownership of diverse tasks.
* **Make an Impact**: Your contribution will have a direct impact on our trading success and the customer experience across the UK.
* **Team Environment**: You’ll work closely with a supportive, motivated and friendly team where ideas are shared, and success is celebrated.

\*\*Application Process:\*\*

If you are passionate about trade marketing and possess the skills to drive our initiatives, we would love to hear from you! Please click the Apply Now button.