



Retail Marketing Manager Vacancy

Job description & key areas of responsibility:

Restaurant rollout & sustainable growth of the portfolio

- Launch Pieminister's pipeline of 'new' restaurants.
- Develop and implement pre-launch, launch and post launch activity – including launch marketing assets and activity to drive awareness of the new restaurant.
- Drive sustainable growth with our existing portfolio of restaurants and cafes, through product innovation, commercial innovation and promotional campaigns.

Launch big marketing campaigns

- Launch new product Innovation and commercial innovation quarterly.
- Work closely with the head of marketing to test new products in the restaurants and to launch new products as per the innovation schedule.
- Work with the creative team, to develop seasonal marketing campaigns that are developed for the restaurants, but that can also run across all Pieminister channels (Cafes, Brand Licenses, Independent Retail, Supermarkets and Events). These include British Pie Week, Summer CSR campaign, big sporting events, Autumn and Christmas.
- Develop activity to drive up Pieminister's brand equity measures.

Commercial performance and menu planning

- Review the weekly retail dashboard for new menu items, drawing insights and conclusions on menu performance.
- Rollout improvements / changes, working closely with the Head of Marketing and Food Development team.
- Analyse performance and understand where there are further business opportunities.
- Plan and implement menu updates quarterly.

Promotional activity

- Develop an annual calendar of promotion activity for all stores (restaurants and cafes), working closely with finance to monitor the cost of activity, redemption and ROI.
- Develop activity to drive footfall into our restaurants - utilising key channels - CRM, social media, digital media, in-store POS and advertising.
- Develop and activate marketing initiatives targeting our key demographic (Will & Lauren) in key Pieminister target cities.
- Manage and own the retail marketing budget.

Technology and advocacy

- Lead and develop a new loyalty app for Pieminister customers (for the restaurants & cafes)
- Develop a scalable home delivery service for Pieminister's menu (Deliveroo concept)
- Look at ways to utilise technology in our restaurants to foster and build relationships.
- Build our CRM database (VIPIE club) and engage with this audience on a monthly basis with engaging communications and offers.

- Work closely with the stores to drive up reviews of our restaurants (consumers, PR, bloggers).

Local on-the-ground marketing

- Create local marketing campaigns and inventive activities to target Will & Lauren that than can be scaled and replicated in target Pieminister cities.
- To work closely with the store managers – to develop local initiatives to tap into existing & fun interest groups, to convert them as loyal customers / constant footfall streams.
- To work closely with PR to leverage activity with the local tourist board organisations and destination marketing companies.

New ideas, keeping ahead of the competition

- Look at ways to help the restaurants and cafes to automate processes and to create scale as we grow and roll out more shops.
- Keep abreast of the competition in our industry ‘fast, casual dining’ – seeing who is doing what well.
- Keep ahead of the latest food trends.
- Look for new ways to do things and new opportunities - including new consumer trends, new technologies and innovative third parties to work with.

Skills required

Essential	Desirable
<p>3-5 years’ marketing manager experience.</p> <p>Educated to degree level 2:1 - Marketing, PR, Communications or English degree.</p> <p>Commercial marketing experience including range planning, forecasting, margins and P&L reviews.</p> <p>Proven track record of developing and executing quality marketing campaigns across the full marketing mix.</p> <p>Strong digital marketing experience including online advertising.</p> <p>Strong all round marketer, highly organised, enthusiastic and a fast worker.</p> <p>Good under pressure and with short deadlines.</p> <p>Solid computer skills – Outlook, Excel, Word, PowerPoint.</p>	<p>Solid experience of marketing in the fast, casual dining sector and or restaurant marketing experience.</p> <p>Experience of menu planning, rollout and performance monitoring.</p> <p>SEO / SEM experience desirable.</p>

This job description is not exhaustive of all work required, but is reflective of the key areas of focus. For more information, questions or to apply please contact Dani.Carpenter@pieminister.co.uk. For applications please send your CV and covering letter.