

UNIFY

BRAND PARTNERSHIPS

Marketing Executive

- South Wales based with regular London, UK and international travel
- £25,000 - £28,000 per annum + bonus scheme

Our company:

Unify Brand Partnerships are a sport, outdoor, and lifestyle fashion agency with a diverse and impressive portfolio of leading global brands.

We've successfully established ourselves as one of the top multi-category brand and distribution specialists in the UK & Ireland.

Our brands include Reef, Teva, Cotopaxi, Moon Boot, and many others, with exciting plans to grow our portfolio even further.

About the role:

We're looking for a Marketing Executive to join our team and support the delivery of multi-channel marketing strategies and activations with our Marketing Manager. This position gives the successful applicant an exciting opportunity to work with multiple global and diverse brands within the sport, outdoor and lifestyle fashion industry.

We are a small, friendly and passionate team, so this is a great position for a positive, confident, creative, collaborative and self-motivated marketeer who is keen to develop their marketing career on a National level; delivering to a UK wide market.

It will require strong organisational, communication, project management and relationship skills in a fast paced, client led environment. You will be part of a growing company with the common goal of delivering the best results and working closely with our partners to understand their ambitions.

The Marketing Executive will be a key member of our team, working closely with the Marketing Manager as well as the sales and support team internally. Externally, you will be working extensively with our retail partners, contracted PR agency and specific brand teams in order to develop marketing strategies and deliver campaigns to increase company revenue and grow product awareness in the UK market. An understanding and passion for fashion and retail marketing is desirable in order to have insight on how your work can impact our retail and brand partners.

Main responsibilities:

- Supporting the Marketing Manager in executing a rolling 12-month marketing plan that drives sales, profit and brand awareness for our brand partners
- Ensuring that the marketing plan is implemented on time and within allocated budget across multiple brands
- Reporting to Marketing Manager for approval and sign-off on all planned marketing activity in advance of expenditure

- Supporting the strategy and delivery of seasonal campaigns and marketing activations across all brands through multi channels (Retail, digital, POS, web, PR, trade, events, etc.)
- Writing creative copy and press releases
- Assisting with the management of our company social media channels and website
- Supporting our brands at industry trade shows
- Working with external print, retail design and PR agencies
- Supporting our retail partners by providing marketing assets, product imagery and campaign artwork
- Managing marketing product samples and gifting requests
- Working closely with the sales and customer service team internally to support their account base
- Supporting the presentation of seasonal activation ideas and strategies, as well as post seasonal campaign results
- Liaising with our selected PR agency to help channel strong brand awareness through the fashion industry, trade and consumer events, influencer endorsements, product seeding and multimedia PR coverage with global consumer and trade publications
- Willingness to travel to events and meetings regularly

Required knowledge and experience:

- Good knowledge in marketing, retail, sales and promotion, coupled with a creative and strategic mindset
- Must possess pro-active approach with excellent written and verbal communication skills to communicate effectively both internally and externally
- Proven ability to work cross-functionally and collaboratively is a must in this role as the successful candidate will work closely with an array of our internal/external stakeholders, retail and brand partners
- Able to work in high-pressure, deadline driven situations
- Ability to work on multiple projects at the same time
- Experience on working to marketing budgets
- Excellent relationship, project management and organisational skills
- A forward-thinking, positive and collaborative team player
- Can use own initiative and work independently
- Comfortable presenting to a wider audience of stakeholders
- Experience of working and carrying out projects with external third parties (print, retail design and PR agencies)
- Experience with content creation and managing social media channels
- Adept at using a Wordpress content management systems
- Microsoft and Adobe Suite literate
- Experience working in an agency environment, with multiple clients is desirable
- Educated to degree or equivalent level, ideally in a relevant subject
- Experience working within a retail-led industry (ideally in the fashion market) is desirable

How to apply:

If you think you're ready to join our team, please email your CV and covering letter to Caitlin Hoey (Marketing Manager) caitlin@unify-bp.com