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## Job vacancy at CEWE:

# Marketing and Communications Manager

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£	<b>Salary:</b>	Competitive
🕒	<b>Type of employment:</b>	Full time, permanent, currently based on a hybrid model with 3 days in the office and occasional travel to head office in Germany, and for additional events as required.
👤	<b>Reports to:</b>	Brand Marketing Manager
📍	<b>Location:</b>	CEWE Ltd, Warwick, CV34 6RR

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CEWE is an international leading company in photo services and commercial online printing. We produce and sell photo products, including millions of copies of the CEWE PHOTOBOOK, that are unique, personal and bring joy to customers.

With our excellent products and unique service quality, the company has positioned itself as no. 1 in the European photofinishing market. Our position is supported by the many awards we have received for innovation, product quality and quality services.

Our customers include walk-in retailers as well as online retailers and in total we supply over 20,000 retailers in 25 European countries.

With over 4,000 employees and state-of-the-art machinery across 14 high tech production sites, our business is forward thinking, consistently investing in new products and technologies and absolutely committed to delighting customers in everything that we do.

In the UK and ROI, we have a B2C offering as well as B2B. Our commercial partnership with Boots Photo means we have CEWE Photo stations in over 2000 Boots stores.

Our UK office and production site is based in Warwick, near Royal Leamington Spa and we have over 80 highly motivated employees on site. For further information about the company go to [www.cewe.co.uk](http://www.cewe.co.uk).

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## The Role

The Marketing and Communications Manager is responsible for:

- Working with the Brand Marketing Manager on the development and execution of marketing plans for the UK & Ireland markets which are aligned with the commercial goals of the CEWE Group and the strategic objectives of the CEWE brand.
- Working closely with internal stakeholders (Marketing, Sales, Operations, Customer Service etc) and external parties (marketing partners, retail partners, marketing agencies, etc) to develop motivating marketing campaigns, seek out partner opportunities, and implement marketing activities in line with local market strategy.
- Contributing to the overall strategy, performance and profitability of the company.

## Key Responsibilities

### Planning Activities:

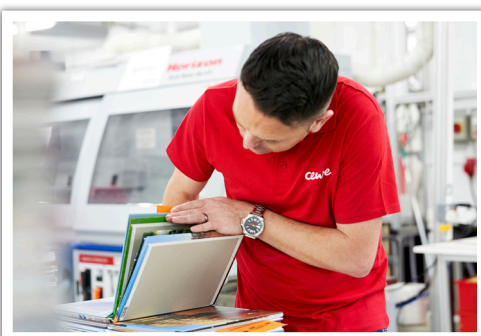
- Supports the Brand Marketing Manager in developing the annual marketing plan in line with group objectives.
- Think strategically about the business and the customer to develop marketing campaigns & initiatives to help grow brand awareness, and acquire and retain customers, for CEWE and its associated trade partners
- Work with marketing partners to develop campaigns and activities, finding ways to leverage partner relationships to achieve brand goals.
- Helps develop, plan and manage the annual content calendar.
- Evaluates and identifies new commercial / revenue generating opportunities.
- Keeps up to date with the latest industry trends and brings new ideas to the table.

### Marketing Communication Activities:

- Works effectively with internal stakeholders both within the wider marketing departments and other departments within the business to execute campaigns and communications

across all relevant offline and online channels in accordance with the annual marketing plan and brand strategy.

- Sources and manages customer testimonials and brand ambassadors to create content and story-telling opportunities that achieve brand goals.
- Works with appointed marketing agencies such as media, PR & creative in developing activation plans for marketing campaigns.
- Works closely with the Sales team on trade marketing initiatives for retail partners, ensuring initiatives are consistent with CEWE brand values and commercial plans.
- Works with the design team to develop creative, innovative and effective advertising, collateral, sales tools and online assets.
- Ensuring that all campaign assets adhere to brand guidelines and brand strategy and are approved by relevant stakeholders.
- Supports in the internal communication of marketing initiatives to the business.
- Supports on photography and video shoots ensuring content adheres to brand guidelines.
- Provides brand management support and guidance to the wider business.



## Key Responsibilities

### Partnership Activities:

- Develops and maintains ongoing relationships with external strategic partners.
- Proactively identifies and negotiates new partnership opportunities that support revenue generation and brand objectives.
- Develops and executes partner marketing activities as per agreed partnership agreements.

### Analysis:

- Closely monitors and reviews the effectiveness of all campaigns and marketing activities

through the setting of clear and measurable performance objectives to evaluate success and generate ideas for future campaigns.

- Prepares reports and presentations interpreting marketing data and insights.

### Administration:

- Manages marketing campaigns budgets and commitments effectively ensuring all spend is properly tracked and accounted.
- Follows up on suppliers invoicing and supports in monthly reconciliation of accounts.

## General Duties

- The Marketing and Communications Manager is responsible for other such duties as specified by the Management team and Directors to enable the Company to fulfil its orders and obligations.
- Adherence to Company Rules and Regulations, including Health and Safety, as outlined in the Company Handbook and Health & Safety Manual.
- Maintaining the confidentiality of all knowledge and information appertaining to the Company, its customers and its employees.

## Required Skills

### Essential

- Degree calibre with previous experience in a Marketing Manager role and a proven track record of campaign/project management.
- Experience in campaign development and content creation, leading the end-to-end delivery from conception to execution.
- Wide knowledge of digital and traditional marketing methods - including email campaigns, content marketing, PR, social media and advertising.
- Solid understanding of Brand strategy and management, with previous experience of working with and implementing brand guidelines and brand identity.
- Highly creative, with the ability to turn ideas into practical ideas for marketing activities.
- Clear communicator and adept at managing multiple stakeholders to ensure campaigns are aligned.
- Extremely organised and capable of multitasking and project managing, with the ability to get campaigns delivered on time.
- Assertive with strong influencing skills and with ability to build rapport, communicate well, and collaborate with other team members.
- Motivated to constantly meet high standards, improve and achieve business & personal goals.

# Required Skills

## Essential

- Ability to work in a fast-paced environment and manage time effectively.
- Strong editorial and proofreading skills, good attention to detail and problem-solving skills.
- Strong communication skills including an excellent level of written English.
- Content with working autonomously but also a keen collaborator and must be a team player.
- Can interpret data and use of marketing analytics tools.
- Experience working with agencies and other providers of marketing services.
- IT literate with strong MS Office skills.
- Willingness and motivated to learn and acquire new skills and knowledge.

## Desirable

- Have an interested in photography



Should you feel your skillset is in line with the requirements of the job role and you feel you would be a great fit to the CEWE Team, please send your CV to **Victoria Powell** at [Victoria.Powell@cewe.co.uk](mailto:Victoria.Powell@cewe.co.uk)

*Due to receiving a large quantity of CV's, if you do not hear back from us within 14 days then please note your application was not shortlisted and therefore unsuccessful for this role. Please do look out for future vacancies and re-apply for a role which may be in line with your skillset.*