

QUININE MARKETING MANAGER, LONDON

ABOUT QUININE

Quinine is a strategic retail interior design consultancy with a specific expertise in the technology and electronics markets. We make retail spaces work better for business, brands, customers and staff.

Based in London, we work internationally for world-leading clients in the media, entertainment and leisure sectors, including Comcast, Xfinity, Rogers, Fido and EE.

To find out more about us visit www.quininedesign.com

THE MARKETING MANAGER'S ROLE

Quinine is currently at an exciting point in its development and we are working to strengthen our UK and European presence. As a result, we are now recruiting a Marketing Manager to take care of all aspects of our marketing communications and PR to raise our company's profile to the next level.

Reporting directly to Quinine's Director and Founder, Ian Johnston, the role provides an outstanding opportunity for a dynamic professional with proven marketing experience and ability.

KEY RESPONSIBILITIES

The Marketing Manager will manage, co-ordinate and deliver our marketing communications.

The role's primary responsibility will be to manage the development, implementation, monitoring and measurement of Quinine's two main drivers for marketing communications:

1. Our regular thought-pieces/ insight-pieces;
2. Our sponsorship of and presence at leading annual retail design trade shows;

Content generated from the two main drivers above will then be used by the Marketing Manager in:

- Our website, social media channels (currently LinkedIn, Twitter, Facebook and Instagram) and our regular email newsletters;
- Releases to design and retail media channels, both print and online.

In addition, the Marketing Manager will be responsible for:

- Managing the website, social media and newsletters overall;
- Initiating and sustaining relationships with key members of the design and retail media: editors, journalists, freelancers, bloggers;
- Managing Quinine's directory entries;
- Securing speaking engagement opportunities for senior team members at relevant design and retail sector conferences and events;
- Identifying awards opportunities and managing the entry processes;
- Reviewing Quinine's competitors' strengths and weaknesses and reviewing their activity;

- Monitoring retail sector media to identify opportunities for business development and potential topics for future marketing activity;
- Researching key consumer and retail trends;
- Liaising with the internal and external graphic teams over the design and production of marketing materials;
- Managing the database;
- Assisting the Director and the senior team with preparation for sales meetings, presentations and pitches;
- Measuring and evaluating the results of the marketing communications activities;
- Managing and reconciling the marketing budgets;
- Assisting the Director with other marketing activities, as required.

EXPERIENCE REQUIRED

A minimum of 5-7 years in a similar role in the design sector or a very closely related industry; knowledge and previous experience of the retail design sector will be a bonus. Performance in the role will be determined by the successful management and delivery of Quinine's marketing communications in accordance with our marketing strategy and plan.

SKILLS REQUIRED

The successful candidate will have the following skills:

- Good understanding of marketing strategy and plans in a consultancy environment;
- Ability to manage the activities described above;
- Ability to translate ideas into practical operational activities;
- Excellent online management skills, including website, email marketing and social media;
- Excellent accurate spoken and written communication;
- Ability to extract and interpret content from others;
- High-level relationship-building skills;
- Good levels of numeracy and ability to control budgets;
- Ability to research and analyse market sectors and companies;
- Ability to see the big picture as well as being detail-oriented;
- Accurate database management;
- Event management experience is a bonus

PERSONAL ATTRIBUTES

Overall, the Marketing Manager is expected to be:

- Self-driven, positive, confident and energetic with a can-do attitude;
- Capable of delivering multiple streams of work to tight deadlines;
- Able to work successfully as part of a team.

TO APPLY

Send your CV with a cover letter outlining why you would like to work with the team at Quinine to apply@quininedesign.com with 'Marketing Manager' in the subject line. Please send both your CV and your letter as PDF attachments.

Remuneration will be commensurate with experience and abilities. This is a permanent position; flexible working patterns would be considered for the right candidate. All candidates must legally be eligible for work in the UK.