

Head of Marketing

Job title:	Head of Marketing
Purpose:	<p>To support the Tower Supplies leadership group to build a best-in-class brand building and marketing function and deliver business growth through :</p> <ul style="list-style-type: none">• Placing the Tower customer first and using the right data to drive the right decision making (intuition and instinct has its place but look to the evidence to support decision making).• Understanding and shaping the complete end-to-end customer experience (from pre-purchase, to purchase and beyond to post purchase) and work with other leaders so that their function's interactions with the customer are a consistently excellent representations of the brand.• Leading the execution and delivery of day-to-day marketing and brand building activity.• Supporting the leadership team in development and execution of Tower marketing strategy.• Being a lead contributor in building a customer-first marketing culture within the business across all functions and staff and where our brand is paramount and drives activity.
Lines of Communication	<ul style="list-style-type: none">• Upwards – Chief Executive Officer• Laterally – C-suite, Senior Management Team and Divisional Managing Directors
Reports	<ul style="list-style-type: none">• Divisional Marketing Lead, Design Marketing Manager, Digital Brand Manager, Marketing Coordinator
Hours of work:	40 hours per week 08:00 – 17:00 Monday – Friday
Location:	Yarrow Road head office

Core Responsibilities

Live the Tower values:

- Role model. Understand our values and manage behaviour accordingly.
- Celebrate success. Recognise when others get it right.
- Reinforce our values. Speak up when Tower's values are challenged
- Show brand customer passion. Bring a fascination for customers and brands
- Demonstrate integrity. Earn the respect and trust of those you work with
- Show pride in working for Tower. Be rightly proud of your own and the teams accomplishments.

Influence the business:

- Show motivation to impact the Tower business beyond the marketing function
- Demonstrate an active interest in different parts of our business
- Generate and sustain effective working relationships with a diverse range of people
- Propose your own ideas about improvements to our current approach.

Place the Customer first:

- Effectively use the Tower Brand Essence and Core brand Benefit tools when developing activity.
- Take a personal stand behind what is right for the customer and the business
- Identify customer insights that can be applied within Tower to unlock growth
- Suggest ways to improve the Tower customer experience
- Demonstrate to others that the customer is at the heart of everything we do

Drive action (get things done)

- Show initiative in developing ideas to support Tower's business strategies
- Demonstrate energy and momentum behind the activity plan
- Embrace change and take ownership for driving initiatives in Marketing
- Push to achieve concrete results. Keep going in the face of obstacles and demonstrates tenacity
- Ensure alignment and support for marketing activity across the business
- Prioritise effectively by organising actions around key goals

Measure and evaluate

- Evaluate marketing opportunities in advance of execution
- Demonstrate and encourage rigour to constantly learn
- Demonstrate that issues have been considered from alternative perspectives
- Proactively seek feedback and learn from mistakes
- Actively seek out the intuition and experience of others
- Apply ideas from elsewhere to generate solutions

Core Duties

- Developing Marketing Strategy and Plans in line with the agreed business strategy
- Executing, communicating and measuring to ensure plans are implemented as intended
- Embedding Tower Supplies cultural and behavioural expectations within all marketing activity
- Stakeholder management
- Allocation of tasks to contractors and external agencies and holding them accountable for delivery
- Contributing to business strategy and plans
- Contributing to our offer development process
- Contributing consumer-insight at all touch-points within the business
- Performance management (both of spend, activity, and people)

Areas of Focus

Customer

- Become expert in Tower Supplies offer (product & service), our customers' requirements and their thinking
- Drive customer centric thinking through everything we do across the pre-purchase, purchase and post-purchase phases of the customer journey.

Financial

- Managing the allocated marketing budget
- Adherence to the agreed activity budget and notifying the business if/when changes occur
- Contributing pre and post-activity measurement to deliver transparent performance metrics

Operational

- Become knowledgeable in our sector, the retail industry and product categories
- Implement and support a culture of on-time, on-plan, on-budget execution
- Support the building of required capabilities (ie. insights & planning, CRM, media, campaign delivery, activity ROI reviews)
- Actively support a data and fact based approach to business decision making.

People

- Be part of a high performance and accountable marketing function
- Commit to your own continued professional development through engagement across the business and staying abreast of latest brand and customer thinking
- Drive effective communication between Marketing and the rest of the business
- Contribute to the development of your colleagues through mentoring and coaching

Behaviours:

- Place customers at the centre of everything we do
- Behave as one team, one company and be aligned. Make the Company mission on behalf of our customers your mission and align with our organisational values
- Speak your mind, challenge and advocate for marketing and the customer
- Be accountable for your own mandate. Look internally first for the reason 'why'
- See failure as an opportunity learn and do things differently next time
- Be data-driven and focussed on defined outcomes. But if the data isn't available, go with the logic and trust yourself
- Have a bias for action, pursue performance excellence ('get stuff done and do it well')
- Build your own and others' capabilities (read about and study marketing!)
- Review performance regularly
- Work safely, neatly and tidily to Tower Supplies and OH&S standards

Last updated: July 2024