**Marketing Manager (Maternity Cover) Job description**

**Purpose:** To drive Renegade Brewery's brand growth and market presence through innovative digital and traditional marketing strategies. This role will shape our portfolio strategy, lead our brand storytelling, and drive commercial success across all channels, including Taproom, direct-to-consumer, and trade partnerships.

**Key Responsibilities:**

Strategic Leadership:

* Develop and execute comprehensive marketing strategies aligned with business objectives and craft beer market trends
* Own the brand's positioning in the competitive craft beer landscape
* Manage marketing budget and ROI tracking across all campaigns
* Lead new product development initiatives and seasonal release strategies

Digital & E-commerce:

* Drive D2C growth through our e-commerce platform with data-driven promotional strategies
* Lead social media strategy and content creation to build brand advocacy
* Develop and optimize digital marketing campaigns across all channels
* Track and analyze digital metrics to optimize customer acquisition and retention

Trade & Events:

* Create compelling trade marketing programs for contract, on and off-trade channels
* Lead the planning and execution of brewery events, tap takeovers, and festivals
* Develop sales enablement tools and presentations for the trade team
* Collaborate with the taproom team to drive footfall and experience optimization

Brand & Content:

* Oversee brand guardian responsibilities across all touchpoints
* Manage agency relationships for creative, PR, and digital projects
* Create engaging multi-channel campaigns that build brand equity
* Develop innovative content strategies that showcase our craft brewing heritage

Experience

· Experience across whole marketing mix

· FMCG experience, preferably drinks

· Experience of launching and growing brands

· On Trade, Off trade and E Commerce experience would be ideal.

· Experience of working on targeted marketing campaigns

Key Skills

· Self-starter with can do attitude

· Happy to work with various departments.

· Planning and organising

· Commercially minded and help us deliver against growth targets.

· Planning and Organising o Presenting and Communicating Information

· Delivering Results and Meeting Customer Expectation

Job Types: Full-time, Fixed term contract

Contract length: 11 months

Benefits:

* Company pension
* Cycle to work scheme
* Discounted or free food
* Employee discount
* Free parking
* On-site parking
* Work from home

Schedule:

* Monday to Friday

Ability to commute/relocate:

* Thatcham RG18 0XT: reliably commute or plan to relocate before starting work (preferred)

Application question(s):

* Do you hold a valid UK driving licence and have access to a vehicle?

**Work Location: In person**

**Expected start date: 31/03/2025**