### **Job Description**

**Job Title: Marketing Manager**

**Reports to: Managing Director**

**Grade: D1**

**Scope of Job:** Responsible for delivering The Potions Cauldron Group marketing strategy across all our brands and locations including The Hole in Wand, The Potions Cauldron and The Potions Express.

**Key Objectives:**

1. Contribute to and deliver the annual marketing strategy.
2. Create and manage tactical marketing campaigns that support key objectives
3. Work with partners in all locations for maximum business benefit.
4. Establish strong brand essence and tone of voice.
5. Key marketing liaison between Wizard HQ and all our sites.
6. Create and execute monthly social media plans.
7. Act as ambassador for The Potions Cauldron Group at meetings and other events.

**Main Responsibilities:**

* Develop and execute digital marketing strategies to increase brand awareness and drive leads and conversions.
* Manage all aspects of digital marketing campaigns, including SEO, PPC, social media, email marketing, and content marketing.
* Create and manage digital content, including website content, blog posts, email campaigns, and social media posts.
* Conduct market research and competitor analysis to identify trends and opportunities.
* Analyse and report on the effectiveness of digital marketing campaigns, making data-driven decisions to optimise performance and ROI.
* Collaborate with cross-functional teams, including sales, product, and design, to ensure alignment and consistency in messaging and branding.
* Stay up-to-date with the latest digital marketing trends and technologies, making recommendations for new tactics and strategies.
* Arrange artwork for publications.
* Write and submit awards entries.
* Create and deliver a wholesale package for B2B.
* Ensure campaigns are managed within agreed budgets and timescales.
* Write and deliver press releases.
* Support the events function as needed.

**Misc**

* To attend any training sessions required of the role.
* To attend any meetings in and out of the business required of the role.
* Any other reasonable request.

**Health & Safety**

Employees are responsible for the safety of themselves, their colleagues and guests (where appropriate), in line with the Health and Safety Policy and the law. In particular, they must ensure that they follow safe working procedures for all work activities that they undertake and they must not use any tools or equipment for which they have not been trained. Where incidents do occur, they must ensure that they are reported to their line manager and must cooperate with any investigation as appropriate.

**Approved by:**

**NAME:**

**SIGNATURE:**

**DATE:**

The Potion Cauldrons Group are the makers of magical drinks and the creators of magical experiences.

Each drink has an exciting narrative and contains magical ingredients that are activated by performing the spell. Our range of magical potion drinks are available in our own apothecary retail and Wizard Golf attraction venues, as well as from selected key stockists around the Globe.