

## **Marketing Manager | Chicago**

For 50 years Cambridge Audio has quietly plied its trade to great effect. We released our iconic P40 amplifier in 1968 in pursuit of one simple objective: to produce audio equipment that faithfully creates a pure and natural sound. We've invented, inspired and entertained in the pursuit of Great British Sound.

Our global headquarters are located on London's Southbank. Inspired by the culture, energy and creativity around us, we strive to deliver the best audio products to listeners who, like us, love music. We are Britain's biggest HiFi brand but a well-kept secret here in the Americas.

We're fiercely independent, committed to the unfiltered, unadulterated "British Sound" It's essential we have a team member who fits culturally and will enjoy their time at Cambridge Audio.

Cambridge Audio design and manufacture a wide range of domestic Hi Fi products and are currently looking for a technically qualified and dynamic Customer Support Agent to support our Americas operation based in Chicago.

We're a business full of great people who are encouraged to develop their careers and push their own creativity and progression. To find out more about our people and our brand, visit [www.cambridgeaudio.com/about-us](http://www.cambridgeaudio.com/about-us)

### **Job Description**

Reporting into, and working closely with, the Marketing Director, the Marketing Manager will be responsible for the brand positioning, including the product line-up, across all marketing channels, to both internal and external customers for the US and Canadian markets. This challenging and varied role will see the successful candidate central to defining Cambridge Audio's brand positioning, product line-up value proposition and marketing campaigns. They will oversee the delivery of trade marketing/communications to our American and Canadian retail partners.

### **Key responsibilities**

#### **Brand**

- Support Marketing Director in defining the Cambridge Audio brand positioning.
- Plan and execute marketing programmes to increase awareness of the Cambridge Audio brand with both consumers and the retail sales channel.

- Create desire for Cambridge Audio products through targeted and specific communications
- Track the brand's performance, reporting to senior stakeholders the effectiveness of marketing in increasing the brand visibility.
- Ensure budget effectiveness, maximising return on investment.

#### Trade

- Liaising with the sales team to determine requirements for in-store, point-of-sale collateral.
- Brief the in-house design team and third-party agencies to produce required POS, such as brochures, tickets, displays, etc.
- Feedback to the Marketing Director in developing the over-arching strategy for POS marketing needs in the US and Canada.
- Communicate with retailers to ensure awareness of Cambridge Audio propositions, promotions and products.
- Support the Training Manager in the promotion of new training resources available to sales staff within retailers
- Promoting the online dealer portal, making marketing collateral accessible to all retail partners.
- Help ensure consistency of communications across the full sales chain.

#### Campaigns

- Collaborate with the wider marketing team to create and execute marketing campaigns in order to generate new sales for the business.
- Work, with third party agencies where necessary, to drive increased product demand through direct channels and Amazon sales.
- Collaborating with the sales team to ensure alignment of message and consistent campaign execution.
- Reporting and measuring campaign activity to key stakeholders.

#### Product

- Working with the Marketing Director and Training Manager to define product value propositions, including, but not limited to:
  - Undertaking competitor research to understand how other brands position and sell products.
  - Audience research to identify relevant sales triggers.
  - Working with the design team to create compelling creative.
- Draft copy for product marketing collateral.

- Creating assets (Presentations, for example) to support sales in communicating new products to the sales channel.

#### Experience

- 1-2 years experience within Marketing
- Successful track record of supporting new product launch marketing activity & campaigns.
- Experience of copy-writing marketing materials
- Preferably some experience in dealing with customers or end users
- Retail experience in electronics or Hi Fi would be ideal
- Ability to work under pressure and meet tight deadlines
- Experience of Zendesk helpdesk system a bonus but not essential
- Competence in a second language (ideally Spanish or French) also a bonus, but not essential

#### Personal characteristics:

- An interest in music and technology
- Able to effectively troubleshoot and problem solve
- Computer literate with an understanding of audio technology trends
- A polite and professional phone manner
- Excellent written and verbal communication skills
- Organized, ability to plan effectively and juggle priorities in a calm manner
- Ethical and honest

Salary: \$48K+ depending on experience. Benefits include 15 days vacation along with medical, dental and vision.

To apply please email these to [HR-USA@cambridgeaudio.com](mailto:HR-USA@cambridgeaudio.com) All applications will be treated in the strictest confidence.