

## MARKETING MANAGER | LONDON

At Cambridge Audio, we want you to hear your music at it's very best, as the artist intended it to be heard, with nothing added, nothing taken away. That's what we've always wanted because that's what music lovers like us deserve. It's why we're constantly experimenting, solving problems and creating new kit. It's why we've been doing what we do for the last 50 years. It's why we're always trying to make the listening experience better. Pure. However you listen, whatever your budget, our goal is simple: Give you the best possible sound, at the fairest possible price.

We're looking for a Marketing Manager to join our Marketing Team.

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

## JOB DESCRIPTION

The Marketing Manager will report into, and support, the Marketing Director on a variety of different projects, including brand, trade and campaign marketing.

This exciting and varied role will see the successful candidate assist the Marketing Director in defining Cambridge Audio's brand positioning, product line-up value proposition and marketing campaigns. They will also oversee the delivery of trade marketing / dealer communications to our global audience, in both our direct and indirect markets.

## KEY ACTIVITIES

### Brand

- Support Marketing Director in defining the Cambridge Audio brand positioning.
- Plan and execute marketing activities that 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.

### CAMBRIDGE AUDIO

Gallery Court, Hankey Place  
London SE1 4BB  
United Kingdom  
+44 (0)207 5515 418

Cambridge Audio is a brand  
of Audio Partnership plc  
Registered in England  
No. 2953313

CAMBRIDGEAUDIO.COM



### **Trade**

- Liaise with regional Sales Directors and their sales teams 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.
- 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.
- Management of the online dealer portal, making marketing collateral accessible to all retail partners.
- Support International Sales/Account Managers to increase the reach & usefulness of marketing collateral.
- 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 relevant sales teams in key regions 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.

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## PERSONAL PROFILE

- 3-5 years experience within Marketing.
- Knowledge of Brand and Trade Marketing essential.
- Successful track record of supporting new product launch marketing activity & campaigns.
- Customer/ target results orientated.
- Experience of copy-writing marketing materials.
- An accomplished communicator with ability to influence at all levels.
- Creative and innovative; bringing new ideas to the team.
- Quick thinker, adaptive; with an open minded, hands on, 'can do' attitude.
- Able to produce quality projects consistently.
- A passion for music and technology.

**Salary:** Competitive, based on experience.

**To apply:** Please email [hr@cambridgeaudio.com](mailto:hr@cambridgeaudio.com) all applications will be treated in the strictest confidence.

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