



Marketing Manager - Based in our Redditch Office

Leeda is the UK's largest distributor of fishing tackle, supplying over 1500 Independent Retailers and International Distributors. Leeda operates in all angling disciplines, providing a comprehensive product portfolio for both large and small Retailers. The combination of our own brands and carefully selected wholesale range represents the Ultimate Angling Collection.

The key purpose of the role is to strategically develop the brand and increase sales for the products.

Key tasks:

1. Develop and manage a Marketing Plan
2. Promote marketing performance
3. Write and distribute press releases for product launches and news
4. Promote products
5. Visit retailers, suppliers and trade fairs to develop new marketing ideas
6. Recommend and manage the annual marketing budget
7. Manage media relationships
8. Maintain and develop the company website and social media
9. Seek out PR opportunities
10. Manage all marketing literature and show equipment

Essential skills:

1. A comprehensive understanding of what drives brands and sell through
2. Excellent written English and good verbal communication skills
3. The ability to design an advertisement and construct an effective press release
4. Experience of website and social media management
5. Good commercial business sense with the ability to manage budgets
6. The ability to lead, inspire and motivate the Marketing Team
7. IT literate

You are likely to have:

1. Around 3 years' experience within a Marketing Team, managing at least 1 person
2. Some formal training in Marketing

You will also need a knowledge and interest in fishing and a full driving licence.

Strictly no agents

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