

# Brand Manager



## Job Description

**Job Title:** Brand Manager

**Reports to:** Founder

**Salary:** £26,000

**Hours per week:** 35

**Location:** Sandbach CW11 and work Remotely 1 day per week

### Job Purpose

We are looking for a new team member to help raise awareness of our services with more local small and medium sized businesses, and in turn, find new customers for us to work with in the long run. Whilst we work with customers from across the world, this role will focus on the north west of England.

### Responsibilities and Main Duties

- Go out and represent us in the local business community
- Raise awareness of what Arctec can do for local businesses which should then generate new customers
- Travel (if necessary) and attend network events with local businesses, either in person or online
- Confidently demonstrate what we do to new business contacts in 1-2-1 meetings, either in person or online
- Coordinate our online presence with any initiatives undertaken with local businesses
- Work with our admin team to ensure our external messaging is consistent via our online platforms (currently Google Business and LinkedIn)
- Play a role in developing our online strategy and boosting our presence generally
- Work with other team members to apply for larger contracts and tenders, this will involve both written and in person contributions
- Communicate with potential new and existing customers via video, in person meetings, writing and phone calls

## Person Specification

### Skills and Knowledge

- Be able to follow existing and continuously improve our go to market strategies
- Be confident in meeting people in person and representing our company
- Show a basic technical understanding of what we do to potential customers (training will be provided)
- Have an understanding of online marketing and how this can be used in combination with other marketing activities to generate new customers
- Be familiar with Mac OS and Microsoft Office 365
- Be able to provide excellent Customer Service
- Have great Time Management skills and Organisation in order to work towards deadlines
- Demonstrate good initiative and be able to work as part of a team and also on your own
- Continuously demonstrate excellent attention to detail in all aspects of your work
- A wide Music taste; as we love music!
- Take interest in trying to live and work more sustainably to benefit our planet. We care about our impact on our planet, and so we want our team to care as well!



## Good To Know

### Role and Position

- This role will involve remote working 1 day per week (Wednesdays). During the training period, you will be on site at our office (postcode CW11), and then eventually work remotely 1 day per week. There is onsite parking available.
- You will need to attend in person events to represent our company. So you will need to be able to travel by car to do this.
- There is a 6 Month Probation period for this role.

### Investing In Our Team

- We want to look after our team at Arctec, and so you will also get all the benefits of our PerkBox!
  - o This not only includes helpful financial benefits like discounts at popular stores, but also includes physical and mental health care as well!
  - o Plus, everyone gets a birthday box!
- We also provide a subsidised Vitality Healthcare plan for all of our team, which comes with even more benefits!
- 20 days holiday plus Public Holidays. Everyone also gets their birthday as a holiday, which means 21 days plus Public Holidays in total!