



*Java Republic is developing its marketing function team through the appointment of a **Trade Marketing Manager**. The successful candidate will join our team of dedicated professionals to contribute to and support our growing business.*

Trade Marketing Manager

Coffee for The People by The Coffee People

We are the premier food service partner for coffee & tea in Ireland.

We make Ireland's best hand-roasted coffee – and we make it incredibly simple for our clients to serve it well to their staff, guests and customers.

Our people bring unparalleled experience, knowledge and dedication to every aspect of the process. We are always willing to go further, to dig deeper and to aim higher.

It's our business to help our clients' business.

Our Values:

Passion: We are passionate about coffee and tea. We want to deliver the best coffee and tea experience on the planet and we drive each other every day to make this happen. This is a vocation, not a job.

Expertise: We strive to be the experts in the sourcing, preparation and serving of coffee and tea. We bring unparalleled experience, knowledge and dedication to every aspect of the process.

Conscientiousness: We work with a clear moral responsibility to treat all our staff and partner communities with respect and fair play. We are conscientious in our work too, demanding the highest standards of one and other, of our work and of our products.

The Role:

As a key member of the management team, reporting to the Managing Director, the successful candidate will be expected to manage and take full responsibility for Java Republic marketing and trade marketing activity, and will play a key role in delivering on Java Republic's sales and marketing strategy.

The tasks and responsibilities of the role are as follows:

- ◆ Ensure effective execution of the marketing plan for Java Republic in line with business objectives. The strategy is determined and agreed by the Executive team with direct input and support of this function;
- ◆ Prioritise and action day-to-day requests;

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- ◆ Develop effective marketing materials for all consumer touch points across key trade sectors;
- ◆ Manage overall marketing budget;
- ◆ Manage and measure the ROI for each task – to measure / determine whether a request can be actioned, and at what cost in time and hours;
- ◆ Cost, refer and manage higher-value requests to external agencies;
- ◆ Manage the relationship with our PR agency to capitalise on all opportunities arising out of the PR calendar and also to maximise opportunities as they present themselves;
- ◆ Manage the tendering and creative development processes for new projects;
- ◆ Direct management of Digital Marketing Executive who has responsibility for communication, creation and production of all content on website, social media channels and video;
- ◆ Respond to requests from sales team for sales communications / prospect pitches and in turn, research, write, design and produce this material;
- ◆ All aspects of market research: consumer and competitor – primary and secondary – with provision of insights company-wide on a monthly basis;
- ◆ Respond to requests from clients for customised POS and brand environment communications;
- ◆ Determine the budgetary / time cost of these requests, and assess the value / potential return of this investment;
- ◆ Design, write, artwork and print-manage the production of requested marketing collateral / image assets;
- ◆ Adapt and design relevant marketing content into twice-yearly Journal publication;
- ◆ New Product Development: work as key marketing resource for NPD projects on the innovation team, utilising insights for definition of proposition, go-to-market strategy, campaign planning and delivery.

The Person

The successful candidate will be an ambitious and confident self-starter seeking to develop their career with a progressive company.

Essential Requirements:

Skills & Knowledge Requirements

- ◆ 3rd level business degree – ideally in marketing;
- ◆ Minimum of 5 years+ B2B marketing experience;

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- ◆ B2C marketing experience is desirable, though not essential;
- ◆ Strong knowledge and experience of marketing planning, agency management and campaign implementation;
- ◆ Digitally savvy with experience of key digital marketing disciplines essential;
- ◆ Customer-focussed (B2B & B2C) with an ability to deliver added value for both audiences;;
- ◆ Proven track record in successfully delivering strategies and supporting marketing campaigns
- ◆ Exceptional communication, presentation and relationship-building skills;
- ◆ Commercially astute with the ability to monitor and evaluate effectiveness of marketing activity;
- ◆ Great team player but equally adept at using initiative to drive key projects;
- ◆ Good planning, process and time management;
- ◆ Energetic with a positive 'can do' attitude and passion for marketing.

Personal Attributes

- ◆ Excellent communication and influencing skills.
- ◆ Commitment to quality and on time delivery.
- ◆ Ability to work on own initiative.
- ◆ Personable, communicative and a team player.

*If you believe that you are the right person for the job, please download the Application Form from our Career's Section, complete it in full and send it to HR@JavaRepublic.com by close of business on **Thursday 28th December 2017**. Please send it as an attachment with '**Trade Marketing Manager**' and your name in the subject line.*

Package:

This is a full-time, Dublin-based role. The role provides an excellent opportunity to join a growing business.