



## FURTHER PARTICULARS

### VACANT POSITION INFORMATION

|                         |   |
|-------------------------|---|
| <b>Post Title:</b>      | Interim Marketing and Communications Manager  |
| <b>Post Reference:</b>  | GRS/SO201   |
| <b>Location/Based:</b>  | Dalesman House<br>Chase Way<br>Bradford<br>BD5 8HW  |
| <b>Department:</b>      | Sales Office  |
| <b>Salary:</b>          | £30,000 per annum (dependant on skills and experience)  |
| <b>Benefits:</b>        | Auto Enrolment Pension Scheme (after three months), free onsite parking, discounted legal services, discounted products etc |
| <b>Salary Scale:</b>    | Marketing   |
| <b>Hours:</b>           | 8.30am-5.00pm, Monday to Friday   |
| <b>Annual Leave:</b>    | 28 days including bank holidays   |
| <b>Responsible To:</b>  | Group Operations Executive  |
| <b>Responsible For:</b> | Design and Marketing Executive  |
| <b>Contract:</b>        | Permanent following probationary period   |

### OTHER INFORMATION

|                       |   |
|-----------------------|---|
| <b>Closing Date</b>   | TBC   |
| <b>Interview date</b> | TBC   |
| <b>Start Date</b>     | ASAP  |
| <b>To Apply</b>       | Send CV and covering letter to <a href="mailto:hr@thedaesmangroup.co.uk">hr@thedaesmangroup.co.uk</a> |

# DALESMAN GROUP HISTORY

| YEAR  | ACHIEVEMENT  |
|---|--|
| 1979  | Gordon, Gwynneth and Ian Rhodes set up 'Gordon Rhodes & Son' in Bradford selling seasoning and mixes to the butchery trade.  |
| 1981  | Gordon Rhodes & Son Ltd was created to sell in the North East of England.  |
| 1985  | Dalesman (Fine Food Ingredients) Ltd was created to sell in the North West.<br>We registered 'Dalesman' as our Trade Mark.   |
| 1989  | We bought a factory in Buttershaw (Bradford) and our first mixing machine and started to manufacture, over a short period of time, all our own seasonings and mixes.   |
| 1991  | A fourth partner joined, Christine Rhodes, who helped to start the computer system, which was then quite sophisticated in handling sales, purchases, recipes and production.<br>The Company bought its second mixing machine at the same time as it upgraded the warehouse and manufacturing area.   |
| 1992  | A Quality Control laboratory, metal detection room and separate packing area were created.   |
| 1997  | A brand new computer system was installed to compliment the new investment of a sophisticated packing machine, as well as a major upgrade to the old system.   |
| 2000  | A further upgrade to the computer system to incorporate bar coding to our raw materials, giving excellent trace ability.<br>In March 2000 we were delighted to announce the purchase of the shares in Prestige Supplies Ltd (Newcastle), and welcome our new colleagues to our 'Family'.   |
| 2001  | The Office Manager, Technical Manager and the General Manager were promoted to form a Senior Management Team within Gordon Rhodes & Son.   |
| 2002  | Gordon & Gwynneth Rhodes retired as partners from Gordon Rhodes & Son and Gordon resigned his directorships of Gordon Rhodes & Son Limited and Dalesman (Fine Food Ingredients) Limited.<br>James Rhodes took over the directorships making him the third generation in the business.  |
| 2003  | QuidCalc.com was developed by the Senior Management team to help our customers to meet the requirements of new labelling regulations. QuidCalc.com is a self-sufficient web site that can be accessed by the customer at any time via the Internet.  |
| 2004  | Gordon Rhodes & Son moved to our new brand new purpose-built factory at 'Eurocam Technology Park' in Bradford.   |
| 2005  | Our Technical department reviewed, developed and implemented the company Food Safety and Quality Management System to meet British Retail Consortium (BRC) Global Standards for Food Safety requirements and successfully gained BRC certification at Higher Level.<br>Our Human Resources department was created and a Human Resources Manager was appointed to set up to oversee general Human Resources and Training & Development activities across the Group.   |
| 2007  | The Managing Director of our Newcastle site, became the Group Sales Director to oversee the sales activities throughout the Dalesman Group of Companies and to align the Sales Strategy.<br>Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade A).   |
| 2008  | Prestige Supplies Limited changed its name to Dalesman (Newcastle) Ltd to further strengthen the well-known Dalesman brand within the food industry.<br>Dalesman (Newcastle) Limited celebrated 20 Years of success.<br>James Rhodes becomes a Partner of the company (3 <sup>rd</sup> generation of the Rhodes family).<br>Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade A).   |
| 2009  | Gordon Rhodes & Son were proud to celebrate 30 years of business success with continued growth and investment.<br>Dalesman (Newcastle) Ltd doubled the size of its office, sales and warehouse after moving from its previous 7,000sq ft site in New York Business park to a nearby 16,000sq ft office and warehouse.<br>Our Head Office at Bradford had an extension to the rear of the property. The 7,000sq ft of additional warehouse space provides an extra 650 pallet spaces, and takes the total size of the factory and office suite to 40,000sq ft.<br>Further investment was made in computer technology with the appointment of in-house expert.<br>Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade A). |
| 2010  | Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade A).<br>Our Head Office at Bradford saw further expansion to our state-of-the-art Production department with the introduction of an additional auto packing machine to double throughput and extension to our mezzanine floor by a further 3000 Sq ft.   |
| 2011  | The GR retail range was developed to specifically target the retail sector.<br>Dalesman (Midlands) Ltd was established enabling the Dalesman Group to be more proactive to customer requirements in the South.   |
| 2012  | Gordon Rhodes Ltd attends the BBC Good Food Show with its GR Retail Range - the first consumer show for the range.<br>The GR Range wins the 2012 deliciouslyorkshire "Best Innovation Award".<br>The GR Range gains listings in John Lewis, Fortnum and Mason and Wholefoods to name but a few.<br>Dalesman (Midland) Ltd expands its operations, servicing customers in the South West of England.<br>Dalesman (Lothian) Ltd opens, enabling expansion into Scotland with support from Dalesman (Newcastle) Ltd.<br>Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade A).  |
| 2013  | Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade A).   |
| 2014  | Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade A).   |
| 2015  | £750k is invested in an office extension and development suite (including pilot plant) at Head Office (Bradford)   |
| 2015  | Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade A).   |
| 2016  | Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade A).   |
| 2017  | Gordon Rhodes & Son successfully gained British Retail Consortium (BRC) certification (Grade AA).  |
| The Dalesman group continue to develop and grow by investing in people, new technology and state of the art machinery. We have expanded our business on outstanding customer service, the ability to deliver quality products at competitive prices, superb service, honesty and integrity. Due to continued expansion we are continually seeking new talented and enthusiastic individuals to join our team. |  |



# JOB DESCRIPTION

## MAIN PURPOSE OF POST

As Marketing and Communications Manager you are responsible for:

- ❑ Effectively building the 'Dalesman' and 'Gordon Rhodes (GR)' brands via the **communication and marketing** of key messages and coordination, writing and implementation of **PR and Social Media** activities by utilising a full range of marketing channels in line with the company's strategy and on-going marketing, events and communications/innovations plan.

## MAIN RESPONSIBILITIES

- ❑ Design, formulate and manage effective marketing, social media and innovation strategies that meet the objectives for brand development, lead generation and customer engagement.
- ❑ Plan marketing and social media campaigns whilst managing/maintaining budgets.
- ❑ Ensure that all campaigns are timely and that deadlines are met.
- ❑ Generate new ideas for marketing campaigns, social media entries, press releases and find other creative ways to promote the Dalesman and Gordon Rhodes' (GR) brands.
- ❑ Develop consistent and valuable marketing materials and communications in line with the appropriate brand propositions
- ❑ Write press releases, news items / website content and editorials as planned, in addition to ad-hoc requirements.
- ❑ Lead/work closely with the Design & Marketing Executive to ensure artwork for a wide range of different marketing materials is created in line with new ideas and planned activities.
- ❑ Manage and improve lead generation campaigns, measuring results.
- ❑ Coordinate marketing activity with sales activities, working closely with the sales teams to gain feedback on results.
- ❑ Plan and implement new product launches, coordinating with brand managers and all affected departments.
- ❑ Maintain effective internal communications, communicating on a monthly / quarterly basis to all staff on the upcoming marketing activities.
- ❑ Create and write a quarterly consumer e-shot for GR consumers, coordinating with the Design & Marketing Executive to formulate the artwork.
- ❑ Proof read all final marketing material prior to print, emailing or issuing online.
- ❑ Source free advertising and press opportunities, including radio and event attendance.
- ❑ Ensure an up to date photography and video bank are held for use throughout the annual marketing plan.
- ❑ Maintain both Dalesman and GR websites, keeping content fresh and up to date, maximising search engine optimisation.
- ❑ Communicate marketing activity across all staff to ensure all departments are aware of products and services being promoted.
- ❑ Research competitor activity, market trends and new product innovation as required by the group's sales and development teams and report findings on a monthly basis.
- ❑ Attend and coordinate sales/innovation meetings, trade shows, conferences and events as required
- ❑ Keep abreast of emerging technologies in new media
- ❑ Collecting content for weekly emails and sending using MailChimp
- ❑ Any other duties commensurate with the grade and nature of the post.

## CAREER PROGRESSION

The company will consider funding any relevant training courses, which will allow you to develop both professionally and personally. As the business continues to develop, the potential of further opportunities with the company will increase.

## ALL EMPLOYEES ARE EXPECTED TO ADHERE TO THE FOLLOWING:

- (1) Comply with the in-house Quality Management Systems.
- (2) To be responsible for the health, safety and welfare of others and to comply at all times with the requirements of the Health and safety regulations (as detailed in the Employee Handbook).
- (3) To ensure strict confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity.
- (4) To promote equal opportunities in accordance with the company's 'Equal Opportunities and Dignity at Work Policy'.
- (5) To ensure that no person receives less favourable treatment than another on the grounds of race, colour, ethnic origin, nationality, national origin, religion or belief, sex, sexual orientation, gender reassignment, age, marital or civil partnership status or disability.
- (6) To read and comply with the company's Employee Handbook.

- (7) Participate in compulsory training activities.
- (8) Respect and adhere to the rules and regulations on customer premises.

**Please Note: This job description is not exhaustive and is a reflection of the current position and may change in emphasis or detail in the light of subsequent development and/or management requirement.**

|                          | ESSENTIAL   | DESIRABLE   |
|--------------------------|---|---|
| QUALIFICATIONS           | <ul style="list-style-type: none"> <li>Degree in either marketing, communications, advertising or business and management (or equivalent qualification or experience)</li> </ul>  | <ul style="list-style-type: none"> <li>Professional marketing qualification such as Chartered Institute of Marketing (CIM)</li> </ul> |
| SKILLS AND KNOWLEDGE     | <ul style="list-style-type: none"> <li>Excellent IT skills including Microsoft Office as a minimum</li> <li>Excellent time management, planning and organisational skills</li> <li>Ability to work under pressure and to tight deadlines, managing multiple projects</li> <li>Effective communication skills – must have excellent English writing skills and knowledge of text formats required for multiple marketing platforms e.g. press releases vs. flyer and web text</li> <li>Ability to effectively communicate information and ideas</li> <li>Ability to understand what works and appeals for different target audiences</li> <li>Ability to interpret briefs and objectives from multiple sources</li> <li>Ability to use initiative as well as ability to lead and motivate a team</li> <li>Negotiation skills</li> <li>Ability to undertake target market research projects</li> <li>Basic knowledge of HTML &amp; CSS</li> <li>Ability to create clear and well-presented reports on market research gathered</li> </ul> |   |
| PREVIOUS WORK EXPERIENCE | <ul style="list-style-type: none"> <li>Experience in a similar level marketing management position within the food industry</li> <li>Experience of implementing successful B2B and B2C marketing campaigns using a variety of media</li> <li>In depth knowledge, understanding and experience of Social Media platforms and how each platform can be deployed in different scenarios</li> <li>Experience of working within a multi-disciplinary team environment</li> <li>Experience of writing text for marketing materials and press releases</li> <li>Experience in Graphic Design to effectively support the Design &amp; Marketing Executive</li> <li>Experience of coordinating the build/redesign of a website</li> <li>In depth knowledge of website best practices</li> </ul>  | <ul style="list-style-type: none"> <li>Food ingredients (industry) knowledge/experience</li> </ul>                                    |
| PERSONAL QUALITIES       | <ul style="list-style-type: none"> <li>Team player with confidence and ability to lead and guide others</li> <li>Creative/innovative</li> <li>An eye for detail</li> <li>Confidence to 'sell' your ideas</li> <li>Good business acumen with strong commercial and budget awareness</li> <li>An interest in future technology</li> <li>Drive, motivation and enthusiasm</li> <li>Have a passion for marketing and a desire to learn and grow</li> <li>Interest in/passion for food</li> </ul>  |   |

- Overall, a passionate individual committed to delivering high standards with the enthusiasm and drive to succeed in a fast moving and challenging environment
- Full UK Driving Licence with ability to travel throughout UK (and potentially overseas) to trade shows and exhibitions etc