

Brand Manager - Premium Tyres

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Company: Micheldever Group

Location: Micheldever Station

Category: other-general

Job Summary

Micheldever Tyre Services is looking for a commercially focused **Brand Manager** to be responsible for developing the Marketing Plan that sets out how we will deliver sales numbers for our **Premiumtyre** brands. Working with manufacturers to communicate with target audiences to influence perception, drive action and create advocacy, both in the B2C and B2B sector.

Help influence centres and dealerships, promoting brands: national campaigns, trade events and promotional activity, on- and off-line, direct and in centre. Whilst the Channel team will coordinate the activity, the Premium Tyres Brand Manager will be involved with events, being accountable for the outcomes.

The **Premium Tyres Brand Manager** will be responsible for the commissioning the marketing activity that drives the revenue and profit metrics across the Premium tyres segment. Working collaboratively in a matrix style with both Marketing and Commercial teams along with our Performance Marketing and Channel Marketing teams. To help understand customer perceptions, analysing industry and competitor activity, reporting on marketing performance against pre-agreed KPIs including campaign metrics and return on investment, leading to delivering the agreed unit/sales/profit numbers.

The successful candidate will :

Develop a Marketing Plan to articulate the business' objectives for our Premium tyre brands

Work closely with marketing teams in our Premium tyre manufacturers to ensure alignment in terms of strategy, brand and use of shared marketing funds – including claiming

refunds from proven activity

Work closely with the Channel and Performance Marketing specialists responsible for Premium on the Protyre/TyreClick websites, Social Media, Point of Sale, merchandising, market insight, PR development and Internal Comms

Provide regular updates for the wider business on the progress against the Plan, pre-agreed KPIs, budget summaries and input to reporting packs

About you:

You will come from a marketing background from either the retail or wholesale sector within a fast-paced environment. An understanding of the automotive industry and/or Tyre market from a consumer/trade perspective and a degree in Marketing and/or CIM qualification or equivalent would be beneficial.

Why join Micheldever?

The Micheldever Group began over 50 years ago as a small part-time venture, offering car servicing and tyres to its local neighbourhood. From these humble beginnings we have grown to become one of the UK's largest wholesaler, distributor, and retailer of tyres, selling close to seven million tyres nationwide annually – nearly a quarter of the total UK market. We do this as both a B2B wholesaler and D2C retailer through our new website and 184 wholly owned centres branded as Protyre Autocare, whilst also providing MOTs and mechanical services.

Our business now has over 2,500 Employees. Headquartered in Micheldever Station, near Winchester, our teams are based right across the UK – from Southam (near Coventry) to Chepstow, Halifax, Airdrie, Bury St Edmunds, Walsall, Haydock, Ashford, Nottingham, Exeter, Washington, and Greenford (West London) – and this role within our Marketing Team supports a hybrid working approach with days a week within one of our offices (either in Southam or Micheldever), with regular visits to Protyre Autocare and independent/franchised dealers across the UK, plus at least quarterly get-togethers with Marketing colleagues in another UK location.

This is a pivotal period for the business, with the recent hiring of a Board-level Group Marketing Director, demonstrating that marketing has become a more influential and strategic function within the business – with a more data-driven, insight-led, omni-channel approach to marketing activity and a desire to attract new customers into the sales

funnel whilst developing and maintaining the best possible customer experience across all channels. This has led to a restructuring of the Marketing Team – with the creation of this role – bringing together two separate B2B/D2C marketing teams into one and instigating a more matrix structure with clear focus and accountabilities for all. Critically it is accepted that the Marketing team are intrinsic to the execution of our strategy

What we offer:

We are committed to recruiting, retaining and developing individuals who demonstrate the ambition and drive to develop within our business. Benefits include a competitive market salary, personal bonus, hybrid working, a career development pathway, and the opportunity to work within a fast-moving, growing business alongside high calibre marketers who will help you develop your existing skills. We also offer employee discounts on servicing, MOT and tyres. Finder's fee, Life Insurance, Pension, a great variety of Retail vouchers, Staff Rates, Eye Care Vouchers, Buy/Sell Holiday option, Flu Jab, Employee Assistant Program, Long Service Recognition, Enhance Maternity and Paternity payments, Cycle to Work, Charity Match.

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