

MFS and VMA Marketing Manager

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Company: Micheldever Group

Location: Micheldever Station

Category: other-general

Job Summary

Micheldever Tyre Services is looking for a collaborative **Marketing Manager**. This key role is responsible for the marketing activity that supports our fast-growing MFS and VMA business units.

The **Micheldever Fleet Solutions (MFS) and Vehicle Main Agents (VMA) Marketing Manager** will provide marketing support to both business units that enables them deliver their objectives: new customer wins, increased tyre sales, revenue growth and profit, plus retention and cross-selling opportunities. This will involve supporting new tenders, ongoing Account Based Marketing (ABM) and tailored marketing activity aimed at individual companies or single individuals within that organisation.

The **MFS and VMA Marketing Manager** is accountable for establishing a reliable, value-added, fast turnaround service to the MFS & VMA business units that leads to more customer wins and higher levels of retention. Working collaboratively in a matrix style with colleagues in the Brand, Performance and Channel Marketing teams who will help execute these plans.

The successful candidate will:

Undertake successful pre-bid marketing, working with colleagues to ensure MTS gets on the “long lists” for new business.

Support tender submissions working with the BUs to craft winning tenders

Prepare a forward calendar of accounts that require ABM

Undertake compelling and repeatable ABM activity developing specific marketing activity for

selective accounts, either as joint Case Studies, PR opportunities, award submissions, speaker events or annual reports

Provide ongoing marketing support for MFS/VMA BUs either by website content on the respective offers, collateral that describes our service or demand generation activity to grow business

Provide regular updates for the wider business on the progress against the Plan, 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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