

Senior Marketing Manager - UK Platform & Execution - Maternity Cover

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Company: Costa Coffee

Location: United Kingdom

Category: other-general

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United Kingdom • Virtual Req #69010 23 April 2024

Senior Marketing Manager – Customer and Platform (Maternity Cover)

Would you describe yourself as a talented and Commercial Senior Marketing professional, a visionary and creative thinker? Have you successfully led a team and devised and executed strategic marketing initiatives across a wide range of marketing channels. Then we have a perfect job for you! We have a great opportunity to join our passionate Marketing team to play a pivotal role in shaping our marketing strategy across a number of areas, identifying market opportunities, and ensuring that our brand remains competitive and relevant.

We are seeking someone whose career experience spans cross-platform channels and who wants to blend their leadership skills with passion for executing strategic marketing plans.

This role will offer a unique combination of leading marketing strategic thinking through your team, collaboration with cross-functional teams all with the ultimate goal of enhancing brand visibility and reputation within the AFH (away from home) space. This role is covering for a period of maternity for a fixed term period of **12 months**.

A bit about us...

We're Costa Coffee, masters of our craft since 1971 when the Costa brothers opened their first Roastery in London. A lot has changed since then. You may know us as the UK's leading coffee Brand, but we can now be found in over 40 countries across EMENA, APAC and Americas. We're on a mission like no other to inspire the world to love great coffee.

This is all supported by being part of The Coca-Cola Company. The sprinkle (or cream) on top? We're part of The Coca-Cola Company!

Along with our leading Retail formats, it's our ground-breaking FMCG offering and Costa Coffee Professional on-the-go propositions that help us serve our B2B partners across the globe. And as for coffee technology, we're quite simply trailblazing the industry. Here at Costa, it's about doing a great job alongside brilliant people who share a passion for growth. And we promise, we'll always make sure you're loving your craft.

A bit about the role...

Day to day, you'll be responsible for building and amending the Away From Home Marketing Strategy and Activation Plan. Additionally you will:

Lead and develop a team of 5 marketing professionals to deliver the plan.

Leverage the Away From Home Marketing plan to deliver key partner acquisition and contract renewals.

Brand activation strategy and activation plan.

Manage budgets and processes, to ensure projects are successfully delivered on time.

Demonstrate leadership skills amongst the marketing team and wider businesses.

A bit about you...

A passionate Senior Marketing Manager professional with an impressive track record is just what we're looking for. So, what else makes a great Senior Marketing Manager at Costa? Experience and proven track record in a Senior Marketing role ideally within a Retail, Hospitality or FMCG environment.

Marketing experience across the full marketing mix including trade, consumer & B2B.

Has the ability to develop and execute a marketing strategy.

Demonstrates a strong understanding of Category and Consumer marketing principles.

Have previously worked with and successfully owned and managed relationships with creative, design, brand and media agencies.

Excellent people management skills in particular demonstrates a resilient, empathetic approach.

Strategic Thinker with a growth mindset.

Commercially and numerically astute.

Exceptional natural communicator with highly developed interpersonal skills: able to lead and influence diverse cross-functional teams to create new solutions.

An abundance of initiative and passion and highly self-motivated.

Proactive and team player – willing to roll sleeves up, comfortable dealing with ambiguity, and comfortably adapting to changes in business priorities.

What we can offer...

We're on a growth journey like no other; more countries, more propositions, and opportunities to stretch your skills alongside our warm people, so we want you to feel valued and rewarded with, great perks and benefits:

Car Allowance

BUPA Healthcare and Babylon GP

Costa Pension Scheme

Bonus Scheme

Group Income Protection and Life Assurance

50% staff discount in our equity stores, 25% staff discount in franchise stores

Access to The Coca-Cola Company Share Incentive Plan

25 days Holidays

Location : Remote role with the ability to travel to Costa office in Central London a minimum of 2 days per week

Costa Coffee is made up of true experts and masters of their craft who stretch their limits to what's possible. It's why we work so well remotely. We trust our teams and embrace technology to help us collaborate. And if needed, we have offices all over the world for those important connection points. Our remote working allows you to balance your work and personal life, while retaining Costa's much-loved culture.

DE&I Statement :

Here at Costa we encourage the sharing of diverse thoughts and ideas. We approach our work fearlessly and support one another to take a few risks. We learn and we grow constantly. Individuality is championed and we provide a culture where everyone feels included. You can be you at Costa.

For any reasonable adjustments and general queries please contact

Other details

Job Function (REQUIRED FIELD) UK&I Support Centre - Marketing / Insight / PR

Pay Type Salary

Employment Indicator Fixed Term Contract

United Kingdom

Virtual

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