**Job Title:** **Trading Sales & Marketing Officer**

**Location**: St Albans, Hertfordshire, AL1 4LW

**Division:**  Commercial Division

**Department**: Trading

**Responsible to**: Chief Commercial Officer

Responsbile for: N/A

**Term**: 6 month fixed term contract

Hours: Full Time – 35 hours P/W ( 5 days, Monday to Friday)

**Job Purpose**

To develop awareness and sales for CAMRA’s portfolio of trading products across all sales channels.

Trading Products are:

CAMRA Books

Good Beer Guide

CAMRA Raffle

CAMRA Merchandise

**Key Responsibilities and Functions**

* Create, develop and maintain a marketing plan aligned to the targeted portfolio sales.
* Where possible, work with / leverage branch contacts to maximise sales across CAMRA’s branch network.
* Ensure that we are joined up in our approach to promoting our trading portfolio across areas such as:

1. Branches
2. Events
3. Digital marketing
4. Direct marketing
5. Advertising
6. Affiliate marketing
7. PR

* Ensure a consistent look and feel is maintained across the promotion of the portfolio to support the CAMRA brand.
* Proactively manage partnerships with appropriate third-party organisations that will bring direct benefit to the sales of the portfolio.
* Develop and disseminate sales reporting information, providing commentary as and where necessary.
* Manage CAMRA’s core sales channels:

1. CAMRA’s online shop
2. Branches
3. Trade

* Where necessary develop new sales channels in-line with the flavour of the project in-hand.
* Manage and develop sales of CAMRA merchandise, and 3rd party books through the CAMRA shop and via CAMRA beer festivals and other events.
* Provide necessary support to the individuals tasked with sponsorship sales. This will include:

1. Input into the sponsorship strategy such as the consideration as to the potential targets
2. Providing information to support the sponsorship proposal

* Manage the agencies at your disposal in-line with the marketing plan, this includes:

1. Sales agency
2. Creative agency
3. Digital agency
4. Fulfilment agency

* As the first point of contact for trade distribution, working with the Trading Managers on the distribution of books to the trade, and ongoing of stock in the trade warehouse.

**Essential Criteria**

* Excellent experience of email marketing and other communications.
* Publishing marketing experience.
* Experience of delivering trade sales strategies.
* Experience of digital marketing.
* Excellent communication skills.
* Target driven.
* Experience of creating book marketing plans.
* Confident and with the ability to work across departments.