

THE truffles GROUP

CREATING GENUINE, ELEVATED GUEST AND TEAM EXPERIENCES

The Opportunity: Senior Marketing Manager

Position Details: Permanent, Full-Time

Hours of Work: Working hours will generally occur from Monday to Friday, 40 hours per week. The hours of work may vary and may be irregular and will be those hours necessary to meet the requirements of the job.

Job Purpose: Reporting to the Chief Executive Officer (CEO), the Senior Marketing Manager is responsible for the oversight of The Truffles Group's marketing activities. The position contributes to top line revenue growth through creative initiatives, brand development, product marketing. Ensuring the prominence and integrity in the marketplace through collaborative team initiatives is a key focus. The role is part of the Home Office and senior leadership teams, providing strategic level and tactical support to The Truffles Group of Companies.

Key Responsibilities:

- Proactively develops and creatively drives overall marketing initiatives for multiple brands with the purpose of driving revenue, brand awareness and guest loyalty.
- Provides a collaborative support role to business unit Regional and General Managers in preparing and executing marketing initiatives aligned with their strategic plans.
- Coaches and develops direct reports on the Marketing team. This includes recruitment, performance management, day-to-day workflow, training, and managing schedules.
- Conducts market research and analysis to identify trends, competitive landscape and customer needs, using insights to inform marketing strategies.
- Oversees the creation of marketing materials, website content, social media, promotional and sales collateral ensuring consistency and quality aligned with brands.
- Monitors and analyzes performance metrics, including conversion rates, acquisition, etc. for data informed decisions.
- Supports the development of annual budgets and manages expenses.
- Manages external partners and vendors, effectively building productive relationships and enhancing the reputation of the organization.
- Develops business and community relationships through selective partnerships, creative promotions, sponsorship alliances, and industry partners.
- Evaluates and identifies marketing trends against current, planned and future initiatives.
- Manages internal and external communications in collaboration with a PR agency.

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Required Education, Skills and Experience:

- Bachelor's degree in marketing, business administration or related field.
- 5 years of multi-brand marketing management experience, with at least 2 years of people management experience.
- Proven track record of developing and executing successful marketing strategies and campaigns driving business results.
- Excellent verbal and written communication skills.
- Experience combining strategy and tactics to deliver Return on Investment (ROI).
- Proficiency in digital marketing tools and platforms, including Google Analytics, CRM systems, and marketing automation software.
- Proficiency with MS Office and working knowledge of Adobe InDesign.
- Ability to partner with business leaders, solicit input and to formulate comprehensive plans for multiple stakeholders.
- Experience in preparing Marketing budgets and managing expenses.
- Forward looking, understanding market dynamics, consumer behaviour and industry trends. Focused on researching and identifying opportunities to positively impact our businesses.
- Superior time management skills for self and the departmental team.
- Challenges the status quo.
- Creative mindset and detail orientation to elevate design and brand aesthetics.
- Independent, self-motivated, self-starter. Thrives in a dynamic, fast-paced work environment.

Inclusion

We value you!

Your background, your perspective, your uniqueness, your talent.

We value all things that make you, YOU!

#diversity #equality

Disclaimer Clause

The above statements are intended to describe the general nature and level of the work being performed by the employee assigned to this position. There is no exhaustive list of all duties and responsibilities, knowledge, skills, abilities, physical job demands and working conditions associated with this position.

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