



SENIOR MARKETING EXECUTIVE / LEIGHTONS

TEAM: MARKETING

REPORTS TO: DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT

LOCATION: CENTRAL SUPPORT OFFICE / FARNHAM

TEAM PURPOSE

Working as one team, communicate effectively and support each other to deliver impactful marketing solutions and brand alignment for the creation and recreation of customers. To support the branch network and seek business sales growth in the most cost effective and profitable ways.

ROLE PURPOSE

Working as part of the marketing team and deputising for the Director of Marketing when required take responsibility for the creation and implementation of all marketing activity for Leightons Opticians and Hearing Care, from planning, creative, internal communications to fully-integrated execution to achieve targeted sales numbers. Ensure the whole team works together across the department, assisting with other members of the team as required along with direct report of marketing co-ordinator

KPIs

Highly focused on activity that will support branches and business overall to meet or exceed eye exam and hearing appointments; conversion rate and average transaction values

RESPONSIBILITIES

CAMPAIGN – Deliver integrated campaigns for optical and hearing across all touchpoints including windows, in-store, direct mail and digital.

DIGITAL – Putting digital at the heart of every campaign or activity, work as one with the Digital Marketing Team to ensure seamless multi-channel integration.

INSTORE – Create physical-digital integration, bringing digital elements into the instore environment, aligned to core purpose.

SALES TOOLS – Develop effective tools for our sales teams to improve customer experience and increase loyalty, drive frequency of sales, improve average transaction values and elevate overall brand experience.



EVENTS – Plan and execute branch-wide event and community outreach programme to encompass all major products and services. Collaborating with suppliers, telemarketing, branches to create fully integrated, high return, events programme.

KPI TRACKING AND DATA – Daily, weekly, monthly focus on eye exams, hearing assessments, contact lens and MyLeightons, plus new customer acquisition and other relevant data. Drive intelligent, thought through data requests and analysis to inform future marketing decisions and activity to drive demand across product groups and branches.

INTERNAL MARKETING COMMS – Internal communication to educate and excite staff and help them communicate freely with marketing team. Clear, easy to understand communication to staff that helps to engage them and align them to all marketing activities, goals and objectives. Provide staff with feedback on successes. Produce insightful and moving presentations, helping our people to become “marketing aware”.

TEAM POINT OF CONTACT – Be the first point of contact for internal and supplier marketing queries specific to all product and service groups at Leightons. This will involve collaboration with Product Manager and THCP team.

INNOVATION – Seek out new ways to create and recreate customers across all product groups and across the branch network.

ANALYSIS - Analyse and report on marketing activity and campaigns, to reveal success and failures to better understand and influence future marketing decisions and investment.

CUSTOMERS – Use data, customer feedback to segment and profile customers to shape direct marketing, campaigns and content creation.

SYSTEMS EFFICIENCY – Utilise project management, team working and planning tools to improve communication, increase productivity and effectiveness. Whilst reducing cost.

MARKETING BUDGET – Control the related aspects of Leightons marketing budget. With the Director Marketing plan and propose activity spend

B2B – Support with the planning and organisation of industry and trade fair events, from stand-building to pre and post-event marketing.

RECRUITMENT – Collaborate with HR and Recruitment whilst coordinating with industry trade press to produce creative advertising, editorial and PR that raises awareness of the brand and drives enquiries.

THE HEARING CARE PARTNERSHIP – Support with marketing where required