



Job Spec

Marketing Manager Role at TWC Group

February 2025

Overview

We are seeking a highly motivated and strategic marketing manager to join our team. The ideal candidate will be responsible for developing and executing marketing campaigns, managing brand messaging and PR, and driving customer engagement. You will lead marketing initiatives that drive business growth, ensuring alignment with company goals and target market needs.

Introducing TWC Group

TWC is a young but high growth B2B consultancy that delivers technology and insight solutions to the UK grocery wholesale sector and associated route to market channels (foodservice and convenience retail). We work with wholesalers, buying groups and FMCG supplier clients.

Our turnover and client base has trebled in just over two years.

Over eighty wholesalers use our digital reporting platforms, including Morrisons Daily, Spar wholesalers CJ Lang and James Hall & Co, buying groups Unitas, The Wholesale Group (formerly Confex and Fairway), Sugro, Caterforce and Country Range Group. Over £12bn of wholesale turnover goes through the digital reporting platforms we provide to our wholesaler clients per annum. 160 FMCG suppliers access our wholesaler reporting platforms.

Our supplier client base has more than doubled in the last two years, achieved by:

- Suppliers subscribing to our wholesale category data reporting solutions,
- Our consulting arm supporting more suppliers in 2024 than in any previous year.
- SmartView Convenience, our market read of independent convenience stores, launched in 2023, has grown significantly in 2024 (partly through new suppliers subscribing to it, but also wholesalers/buying groups like Booker and Unitas)

We have a 5-year strategy, 'Destination 2030' – with ambitious growth plans. We want TWC Group to be 'the go to' agency for data, research, and insight in the wholesale & RTM channel.

We aim to attract more customers to our existing products and services, as well as launch new complementary products and services.

We believe we have an excellent reputation in the wholesale sector – partly because we truly live by our values of transparency, loyalty, ambition, and customer centricity. We have the values of a family business and want to operate in 'the right way' for our customers, our colleagues and for the planet.

More information can be found at www.twcgroup.net.

Marketing Manager

TWC Group is looking to expand our team to recruit a marketing manager, reporting to the Development Director

Key responsibilities

- **Campaign development. Create and manage marketing campaigns, focusing on achieving measurable outcomes and reaching target audiences effectively.**

- **Brand management. Oversee the development and consistency of brand messaging across all channels.**
- **Customer engagement. Implement strategies to boost customer engagement and retention, ensuring positive brand interactions.**
- **Team collaboration. Work closely with cross-functional teams, including sales, product, and design, to align marketing efforts with broader business objectives.**
- **Performance analysis. Analyse marketing performance data to inform decisions and optimize campaigns for continuous improvement.**

In a bit more detail:

- Track and review marketing performance metrics vs target KPIs.
- Create and execute TWC Group's marketing activities. These currently include social media (currently LinkedIn), email marketing, press releases/PR, trade press engagement (inc advertising), marketing assets for client and trade events (trade shows, conferences).
- Maintain & grow our CRM. Create and deploy an effective email marketing strategy. Optimise Hubspot to support our marketing activities.
- Improve awareness of our products and services – help TWC Group become the 'go to' agency for data, research and insight in the wholesale channel (and associated channels – convenience and foodservice). Continue to improve our increasingly 'thought leadership' position.
- Ensure our marketing activities generates a regular flow of new business enquiries.
- Review, maintain and update the TWC Group website. Implement strategies to improve SEO and the online experience. Use google analytics to support your activities.
- Design/create marketing assets for our products and services.
- Manage the agencies who work with us (not many – we prefer to keep things 'in house')
- Build relationships with trade press editors.
- Create case studies / source testimonials.
- Consider how AI can support our marketing strategy.

About you:

- You will be ambitious, keen to work in a small team, highly personable and engaging, hardworking and committed. You will be a team player.
- Proven success in developing marketing plans and campaigns (digital and traditional)..
- 80% of our sales are in digital solutions (reporting software) – you will ideally have experience in marketing the value of software. You will also have good digital skills. And be numerate (comfortable around data)
- Excellent written and verbal communication skills. An ability to learn, understand and communicate buyers' needs and pain points is critical. Industry experience is therefore an advantage. You will have a relentless desire to understand industry issues and find innovative ways to position TWC Group as having the expertise and solutions to address them.
- Strong project management, multitasking, and decision-making skills. This is a fast-paced job. TWC is a small, but high growth company..
- High attention to detail
- Willing to get your hands dirty from time to time..

The Job:

- Full time
- Hybrid. But with a clear emphasis and balance towards working F2F with colleagues in London/SE.
- Salary £45,000 to £48,000
- 25 days holiday plus bank holidays. And an extra day holiday a year every year (capped at 30 days)
- Bonus scheme (after 1 year)