

Marketing Manager - Maternity Cover (9 months)
Salary depending on experience
Full time (35 hours per week)
Reporting to UK Sales & Marketing Director



At Golden Bear Toys, we really are **Experts in Play!**

We've been developing, designing, and distributing iconic toys for over 45 years. From Teletubbies, Noddy and Thomas the Tank Engine to launching our very own games and toys to the market; we've truly learnt a few tricks of the trade!

When we're not playing with toys in our Telford office, we're getting creative and turning the innovation button up to full blast. Not a day goes by at Golden Bear where you won't feel nostalgic, with old favourites like Sooty & Sweep sitting next to your desk. But the fun doesn't stop with our licensed toys. We've also become pretty good at creating our very own products from scratch – like the sell-out success Soccer Bot and the huggable, lovable Curlimals.

We really are a family; it may be cheesy but it's true. Every company says that, right? We get it. But we mean it literally. Our founders are still part of the day-to-day merriment, and so are the generations of their families who work here. The family feel is a company value that we hold very close to our hearts. Everyone gets a slice of the action at Golden Bear. Everyone is respected, everyone is heard, and everyone gets to be a big part of the everyday nonsense that we're lucky enough to call work.

Another thing that companies talk a lot about is work life balance. But we're committed to following through on this promise. Our flexible working patterns allow our team to manage their job around their personal lives, rather than the other way around. Need to work from home a few days a week? Need to leave early or start later? Popping out for a well-deserved Starbucks run? That's cool, don't sweat it. We trust you to do your job to the best of your ability.

Most importantly, Golden Bear is an equal opportunities employer. Regardless of your background, age, gender, post code or lifestyle, we're passionate about building a diverse and inclusive workplace for everybody. Whether you've been at Golden Bear for 3 days or 30 years, your voice will always be valued.

For further information on all things Golden Bear, please visit www.goldenbeartoys.com.

We're excited to be recruiting for the role of **Marketing Manager**. In this 6-9-month maternity cover, your primary focus will be ensuring effective engagement with our target audiences and identify strategic avenues for global growth across the Golden Bear brand portfolio. Utilising market research and analysis, you will steer the overarching marketing strategy and provide guidance to shape brand-level strategies.

What will you be doing day to day, you ask?

- Working closely with the Creative team to review Golden Bear's brand strategy and aid the development of Golden Bear Style guide.
- Developing and delivering a strategy to build a strong Golden Bear brand and ensure consistency across all touchpoints including trade press releases, company LinkedIn strategy, and company blogs.
- People management of Digital Assets Coordinator and Content Creator.
- Work closely with the Content Creator to capture and analyse market intelligence to improve audience targeting/engagement, stay up to date on new digital marketing trends and incorporate new techniques.
- Accountable for the management of trade marketing, including delivering on-brand and relevant trade marketing plans, liaising with retailers to recommend point of sale improvements, launching new products and brand initiatives according to strategy, evaluating and improving activities against objectives, maintaining our trade marketing calendar, and tracking budgets to ensure spending stays in line.
- Advise on the development of Golden Bear's brand marketing strategy and provide marketing expertise that influence individual brand plans and budget.

- Work collaboratively with the Sales, Brand and Product Development teams to align marketing strategies and communicate internally to other departments.
- Support the team to conduct consumer research at brand and product level and conduct market/competitor research.
- Plan and execute multi-channel campaigns, including digital, social media, email, and traditional marketing. Recommend the mix of media channels to reach the specific audience to deliver the best results.
- Track and report on the effectiveness of marketing efforts using key performance indicators (KPIs).
- Embed an agile test-and-learn approach, to marketing driven by insights.
- Advise on the development of sales support materials to embed a commercial focus.
- Manage the marketing budget and assist in the management of the media and production brand budgets.
- Onboard, manage and develop external media partners including (but not exhaustive) TV, PR, Copy Writing, Influencers, Review Platforms and Digital Agencies to deliver the best ROI for the business and expand Golden Bear's knowledge.
- Manage and execute trade PR requests and advertising. Work with relevant agency contacts to deliver any brand or product specific PR projects.
- In line with the rhythm of the business, prioritise and manage your time effectively to deliver optimum added value to Golden Bear.

Ready to join the family?

- You will be a proven **Expert** with a Digital Marketing qualification - either a degree or CIM qualification in marketing and at least 3 years' experience in a hands-on marketing role: preferably web design, Amazon, and social media marketing (paid). e-Commerce experience would be desirable. You will also have 2+ years of people management experience.
- You will have a passion for industry and product, with an appetite for excellence and 3+ years of managing relevant budgeting requirements.
- You will possess a clear understanding of the importance of insights and have an innate ability to analyse data, recognise patterns and be comfortable making rational judgements from the information and analysis available.
- You thrive on **Being Accountable** for the successful delivery of your role which is demonstrated through your project management skills - the ability to multi-task, effectively manage risk, issues and time with discretion and tact while remaining calm under pressure.
- You have the enthusiasm and drive to **Achieve at Pace** in the face of tight deadlines, while being curious and comfortable to **Reach for the Stars** and challenge the status quo.
- You will be an excellent communicator with an honest, positive, and friendly approach. You are comfortable expressing opinions and providing information/key points clearly and respectfully, taking care to manage your impression on others. You use this strength to influence the business at all levels.
- You're a reliable team player who is professional and collaborative in your approach to all tasks with all stakeholders and you possess the ability to build and maintain strong working relationships - we are **One Family** at Golden Bear.
- You will role-model our company values and use them to guide personal behaviours, creating a workplace culture that is consistent with the company's founding principles.
- You will have strong presentation skills and the ability to accurately read your audience, coupled with good computer skills on a MAC or PC and in Microsoft Office. You will also be a competent user of Canva, Webflow, and Wordpress.

Does a job at Golden Bear Toys float your boat?

If you think this role is for you, it's time to get your application started. It'd be great to see your CV but do feel free to be creative and think outside the box.

Please send your application to careers@goldenbeartoys.co.uk by 31 January 2025

No agencies please