

JOB DESCRIPTION

Job Title:	Brand Marketing Manager
Department:	Marketing
Reports to:	Head of Marketing
Direct Reports:	3
<p>The Role</p> <p>Working closely with the Head of Marketing, the Brand Marketing Manager is responsible for developing and delivering PenCarrie’s brand and partner marketing plans, including integrated campaigns, customer marketing initiatives, and events that drive commercial growth.</p> <p>You will define campaign messaging, propositions, and priorities, ensuring alignment with commercial objectives and partner brand needs. Briefing the in-house creative team to bring the campaigns to life.</p> <p>You will work closely with the Channel Marketing Manager to ensure campaigns are effectively delivered and optimised across all channels.</p> <p>Collaboration is key. You will work closely with Sales, Customer Support, Product and Digital teams to create marketing initiatives that move customers through the lifecycle, from first engagement to long-term partnership, while maintaining a cohesive experience across all touchpoints.</p> <p>A key aspect of the role is planning and delivering PenCarrie's presence at industry events and customer events, ensuring every opportunity enhances brand visibility, customer engagement, and commercial outcomes.</p> <p>As a leader, you will manage three direct reports supporting delivery, development, and high-quality execution across brand marketing activity. You will inspire a culture of creativity, accountability, and high performance. You will champion best practice, streamline processes, and ensure measurement and insight sit at the heart of all channel activity.</p>	
<p>Main Responsibilities</p> <p>Lead the planning and delivery of brand, partner, and customer marketing initiatives that strengthen PenCarrie’s market presence and drive commercial growth.</p> <ul style="list-style-type: none"> • Campaign Planning Lead the planning and delivery of multi-channel marketing campaigns for that drive engagement, awareness, and growth, aligned with business objectives. • Content & Thought Leadership Oversee the creation of compelling content and thought leadership that reinforces PenCarrie’s authority in the industry and supports customer education. • Public Relations & Industry Influence Develop and maintain PR strategies that enhance brand reputation and secure coverage across relevant media channels. • Industry & Customer Events 	

Lead PenCarrie’s presence at industry events, managing activity from planning and promotion through to execution and evaluation.

- **Customer Value & Loyalty**

Champion initiatives that deepen customer relationships, leveraging insights to deliver programs that add value and foster loyalty.

- **Sales Enablement**

Partner with the Sales Team to provide tools and resources that support acquisition and growth, ensuring alignment with customer needs.

- **Team Leadership & Development**

Lead and develop a high-performing team, fostering creativity, accountability, and continuous improvement.

- **Performance Measurement & Optimisation**

Embed a culture of measurement, using data to inform decisions and continuously improve marketing effectiveness.

Knowledge, skills, and experience required:

- A marketing qualification and +5 years relevant experience
- Proven experience in a B2B marketing role (ideally in apparel, textiles or distribution)
- Commercial awareness and ability to create strategic plans
- Experience in event management
- Excellent project management and stakeholder collaboration skills
- Creative thinker, with strong attention to detail
- Able to independently manage workflow and prioritise tasks to meet deadlines
- Excellent written and verbal communication skills
- Experience leading and mentoring a small team and managing external agencies

Competencies:

Strategic & Commercial Acumen

- Demonstrates strong commercial awareness with the ability to develop marketing strategies that align with business objectives and drive measurable growth.
- Understands market dynamics, customer behaviours, and competitor positioning to inform strategic decision-making.

Brand & Communication Excellence

- Expert ability to build, develop, and protect a brand’s identity, tone of voice, and market positioning.
- Exceptional written and verbal communication skills, with the ability to craft clear, compelling narratives across multiple channels.

Integrated Marketing Planning

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- Proven capability in planning and executing omnichannel campaigns, ensuring consistency and cohesion across touchpoints.
- Strong understanding of content, PR, social, and customer experience, integrating them into impactful programmes.

Creative Thinking & Innovation

- Brings a creative, solutions-focused mindset to developing new ideas, content formats, and customer engagement tactics.
- Able to turn insights into differentiated, value-led campaigns that strengthen customer loyalty.

Stakeholder Engagement & Collaboration

- Skilled at building strong relationships across teams such as Sales, Digital, Customer Support, and external agencies.
- Able to influence, negotiate and align stakeholders around shared goals.

Leadership & People Development

- Demonstrates an empowering and motivating leadership style, fostering creativity, accountability and high performance.
- Experienced in developing team members, providing coaching, guidance, and constructive feedback.

Project & Process Management

- Highly organised with the ability to manage multiple priorities, balance long-term strategy with hands-on delivery, and meet deadlines in a fast-paced environment.
- Strong focus on operational efficiency, process improvement, and best practice.

Results Orientation & Data Literacy

- Comfortable interpreting marketing performance data to inform decisions, optimise activity, and measure success.
- Committed to continuous improvement and embedding a culture of performance measurement.

Customer-Centric Mindset

- Understanding of the customer lifecycle and the ability to create initiatives that enhance value, satisfaction, and loyalty.
- Skilled at translating customer insights into engaging content, programmes, and experiences.

Adaptability & Continuous Learning

- Thrives in a changing environment, quickly adjusting priorities and approaches when needed.
- Proactively seeks out new trends, tools, and methods to advance marketing impact.

Key Contacts:

Internal: Wider Marketing Team. Digital Team. Product. Sales. Customer Support.

External: Partner Brands. Event Companies. Freelance Photography/Video. Marketing Agencies.

Prepared by:

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Date: June 2026

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