

MACNAUGHTON HOLDINGS LIMITED

JOB DESCRIPTION

Job Title:	Marketing Officer
Location:	Tower House, Ruthvenfield Road, Perth
Department:	Marketing
Responsible to:	John Pickles, Head of Business Development
Responsible for:	There is no responsibility for supervising staff.

Job Purpose

To develop the marketing of the various brands within the Macnaughton Holdings, ensuring that they are presented professionally and consistently to our trade customers and that all products are launched and clearly communicated. To increase our relationship with customers driving increased awareness, interest, desire and purchases.

Principal Duties

1. Websites

Work with our in-house graphic designer on the development and maintenance of the websites for Macnaughton Holdings and all its brands. Ensure that the websites are updated for new products launches. Ensure that websites are updated regularly, particularly for new product launches.

2. Email Marketing

Macnaughton are looking to develop an ongoing customer engagement program via emails which will become the primary means of customer communication. This would include cleaning and maintaining customer databases, preparing content for emailing (along with other involved parties) and sending emails on a rolling basis via Mailchimp.

3. Social Media

To manage in-house posts for our Isle Mill and House of Edgar brands to Facebook, Instagram and LinkedIn.

4. 3rd Party Listings

Need to create and actively manage listings for Faire.com and Bulletin.com for home accessories and scarves.

5. Samples

Produce header cards and hangers for ongoing sampling programs.

6. PDFs

Help in the development of pdfs of each product range working closely with our in-house graphic designer.

7. Photography

Ensure that brands and products are supported with appropriate photography, whether physical, recoloured (new patterns and colours applied to existing images) or full CGI.

8. Exhibitions

Organising the representation of our brands at various exhibitions. Ensuring our product is effectively represented, forms are completed correctly and material arrives on time. Attending exhibitions as required and developing relationships with organisers.

9. Branding

Ensure that each brand is presented consistently and correctly.

The post holder will also be required to perform duties appropriate to the post, other than those given in this job description. The particular duties and responsibilities attached to the post may vary from time to time without changing the general character of the duties or the level of the responsibilities entailed.

Attributes and Experience

Educated to HND or degree level, preferably with a relevant marketing qualification, with excellent communication and PC skills, a confident manner, initiative, good attention to detail and the ability to work under pressure, (both individually and as part of a small team) are required. We will also consider candidates who do not yet have a marketing qualification but have relevant experience and are willing to work towards a relevant qualification.

A current U.K. driving licence is essential.

Note

This job description is for guidance of applicants only and does not form part of any offer or contract of employment.

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EMPLOYMENT INFORMATION

POSITION	Marketing Officer
LOCATION	Perth
HOURS OF WORK	37.5 hours per week 8.30 a.m. to 4.30 p.m. (1/2 hour for lunch) Additional hours may be required to fulfil the duties of the post.
ANNUAL LEAVE	30 days annual holidays including public/bank holidays. The leave year runs from 1st January to 31st December.
SALARY	The salary will depend upon the candidates qualifications, training and relevant experience. Payment is made monthly in arrears.
PENSION	The Company operates a Group Personal Pension Plan which is currently administered by The People's Pension. The Company matches the employee's contribution from 3% to a maximum of 7% of the employee's basic salary. Employees are eligible to join following 3 months of service with the Company. Joining the Scheme is a choice and is not compulsory.
GROUP LIFE	There is a Group Life Scheme, currently administered by Canada Life, which provides for a payment of 4 times annual salary in the event of death in service.

ADDITIONAL INFORMATION

QUALIFICATIONS	The Company's selection procedure requires that successful candidates have their qualifications validated. One or more of the institutions which have awarded the successful candidate a degree or other qualification will be contacted.
EQUAL OPPORTUNITIES	The Company is committed to equal opportunities and welcomes applications from all sections of the community.

APPLICATIONS

Applications can be made by email or by letter. Written applications with a cv and cover letter should be sent to Personnel Services - Vacancy Reference **MARKETING23**, Macnaughton Holdings Limited, Tower House, Ruthvenfield Road, Perth, PH1 3UN.

If you do not wish us to contact any of your referees without your specific prior consent, please state this clearly on your Application for Employment Form. **Please ensure that you quote the vacancy reference number **MARKETING23** on all of your forms and on the outside of the envelope.**

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GENERAL COMPANY INFORMATION

History

The original weaving business began in 1783 at Remony near Aberfeldy, Perthshire and moved to Pitlochry in 1835. Over the years there have been many changes to the business although it has always remained within the same family. Since 1999 the Head Office and warehousing operations have been based in Perth, with production operations located in Keith and Paisley.

Company Structure

Macnaughton Holdings Limited is a privately owned company, managed by a Board of executive and non-executive Directors. The executive Directors are responsible for their separate divisions (Finance, Operations, Production and Wholesale) with overall responsibility resting with the Managing Director.

The Company employs approximately 95 people in total. The majority of the employees are based in Perth, Paisley and Keith, with certain Sales Personnel based in other areas in Scotland and England

The Brands

The Company's products are wholesaled under the following brand names.

The Isle Mill – Home Interior Fabrics

The Isle Mill is known for its fine upholstery fabrics and throws designed by an in-house team and manufactured from predominantly natural fibres. The stock collections are supplied to the interior design and hospitality markets in the U.K. and abroad through a network of agents and distributors. A design and manufacturing service is also offered to other wholesalers.

The House of Edgar - Highlandwear

This market leading brand offers a flexible stock service to meet the needs of the Highlandwear market. Approximately 1,000 kilting tartans are stocked along with an extensive range of jackets, sporrans, brogues, hose, ties and a selection of tartan giftware.

Whitehill & Wilsons - Apparel Cloth

The Whitehill & Wilsons brand is currently being relaunched as a stock-backed apparel cloth offer. It will be offered internationally through our pre-existing network of sales agents.

Scoutnecker - Scout/Guide Neckerchiefs

For many years Whitehill & Wilsons has been the main supplier of neckerchiefs to the Scout and Guide movements in the U.K. and Europe. Standard troop, district and council neckers are available and special neckers for scouting events are regularly produced.

Home Accessories – brand in development, name to be confirmed

In order to more specifically target the home accessories market, the company is developing a separate label and enlarging its product offering in this area.

MAC.N – Scarves for tourism and gifting

The company has developed a new label to target the tourism and giftware sectors with a range of stock and bespoke scarves.

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EMPLOYING PEOPLE - A BRIEF OUTLINE OF OUR COMPANY'S POLICY

The Company's success depends to a significant extent upon the contribution of its employees. The Board of Directors therefore recognises that fair and effective employment policies are essential to the achievement of that success.

The Company also recognises that the success of these policies requires that there should be an awareness and acceptance of them at every level of the organisation. The successful development, implementation and operation of employment policies require the involvement of all employees.

The Board of Directors has identified the following policy areas, based on the foregoing principles, which it considers are essential to the future success of the Company:

- Health and safety - to maintain safe and healthy working conditions for all employees.
- Manpower planning - to determine the future mix of skills and size of workforce required, and plan to meet the Company's needs.
- Equal opportunity - to do everything possible to ensure that all present and potential employees have an equal opportunity.
- Security of employment - to provide security and continuity of employment, consistent with the need to ensure the continued viability of the organisation.
- Training - to set appropriate standards of performance for the organisation and to provide training which ensures these standards are met.