

Retail Marketing Manager

Location: Northampton

Salary: £30,000 + bonus

Job Type: Permanent, full-time

The Role

Fitness Superstore are recruiting an experienced Retail Marketing Manager to be based at their head office in Northampton. The position will include some travel across our expanding UK store network. This exciting role will be responsible for developing a strong store identity for the Fitness Superstore brand, essentially by delivering effective retail marketing solutions to drive "foot fall" and increase average ticket value through effective sales promotions, quality POS and better Visual Merchandising.

Responsibilities of the role:

- Working alongside our digital team, Head of Retail and Head of Procurement to maximise in-store revenue across the retail estate and present the Fitness Superstore brand in the best possible way to our discerning customers.
- Delivering exciting in-store plans and visual guides which are consistent with the overall brand message.
- Planning and management of a calendar of in-store marketing and merchandising activity. To include creating & organising our quarterly local mailshot by post.
- Supporting new store openings including assisting with in-store kit out and merchandising.
- Travelling to stores across the UK when necessary to assist with visual merchandising and seeking constructive feedback from the retail teams.
- Liaising and negotiating with EXPO organisers to ensure stands are booked in advance, liaising with stand builders, suppliers, POS providers, logistics and BPS departments to ensure the EXPO runs smoothly.
- Full control of our "off the page" marketing budget. Liaising with press agencies, publishers, suppliers etc to achieve the best return on investment possible, and ensuring OTP advertising is fully scheduled, regularly refreshed and meets strict media deadlines.
- Liaising and working closely with the Online Marketing Manager to ensure the retail store network is promoted online and that product promotions are shared across both retail channels fairly.
- Assisting with exciting and fresh marketing material for the Fitness Superstore annual equipment catalogues.
- Ensuring our brands are represented where ever possible through constructive PR including editorials, magazine reviews, sporting events, and sponsorships, etc.

Qualifications:

Preferably educated to graduate level with a formal marketing qualification. However suitably experienced marketeers will be considered for this role.

About Fitness Superstore

Now in its 21st year, Fitness Superstore is a successful retail and distribution business selling through 9 stores, telephone, catalogue and website - with an annual turnover of over £28m. It is a destination store business where customers travel to see and try a huge range of fitness equipment under one roof, in large impressive showrooms (the largest in the UK). As an industry leading specialist they pride themselves on giving excellent advice, meeting every customer's needs and exceeding their expectations.

Remuneration:

A £30K P/A basic salary will be offered. In addition the position will also carry a quarterly (retail stores) GP growth bonus scheme, which will be explained at interview.

How to Apply:

Interested and suitably qualified candidates should apply with their full CV to Paul Walker, Managing director, via lucy.b@fitness-superstore.co.uk.