**Newstrade Marketing Manager**

**Puzzler Media – Redhill Surrey**

5th August 2019

Frontline’s talented people are what make us the successful business we are and an exciting opportunity has arisen within the Newstrade Marketing team for a full time Newstrade Marketing Manager working in Redhill on the Puzzler Media account.

Frontline started in 1986 when it was created by the magazine publisher Emap. The vision was to create the first dedicated magazine circulation and distribution business managed by specialist and experts in this field. The value of such an organisation was quickly recognised by other publishers and in 1988 Frontline gained its first new Joint Venture partner; Haymarket Publishing (now Haymarket Media Group). Two years later BBC Enterprises (now Immediate Media Company) entered the JV partnership and now with Hearst, Conde Nast and the DC Thomson Group we are the largest and most dynamic magazine sales, marketing and distribution company in the UK.

With over 45 years' experience of making top-quality puzzles, Puzzler Media are the go-to name in puzzles for consumers. Their eponymous title, Puzzler, is a household name (with various television appearances to its credit!) and they publish close to 40 titles in the UK plus books and many other puzzle-based products. Among the most popular puzzles they deliver to the market each year are crosswords, wordsearches, kriss krosses, codewords and arrowords, but there are also plenty of specialist puzzles for enthusiasts, and they are always on the lookout for new ideas.

Frontline’s Newstrade Marketing Manager is responsible for devising, managing and executing the retail strategy for these puzzle magazines. Reporting to the Group Newstrade Marketing Manager at Frontline, but based in the publishers offices, the role is key to hitting clearly defined retail objectives as agreed with the publishing teams. They are then responsible for implementation & delivery of this strategy through Frontline managed activities, including budget management of retail promotional spend. These activities cover store listings, display and promotional programmes at retail and the appropriate actions on copy management, wholesale and logistics. The successful candidate will work closely with the sales, category management, supply chain and commercial analysis teams to ensure all activities take a cohesive approach.

Key Tasks and responsibilities include:

* Retail Marketing
* Budget Management
* Performance management and analysis
* Circulation planning and supply chain logistics
* Client relationship management

The ideal candidate will be commercial, analytical and entrepreneurial with strong client relationship skills. Ideally they should have good experience of the magazine market and/or the retail environment.

A full Job description is available on request. Whilst based in Redhill some travel to Frontline’s head office in Peterborough will also be required (circa once a fortnight).

If you feel you want to work in a dynamic and exciting environment please send your CV along with a covering letter **to** <https://beta.smartrecruitonline.com/p/job/Newstrade-Marketing-Manager-11874>

**The deadline for applications is 16th August 2019**