**HEARST UK**

**Newstrade Marketing Manager**

**London based**

3rd March 2020

Frontline’s talented people are what make us the successful business we are, at the forefront of driving innovation within a fast paced and dynamic industry. **The magazine supply chain is complex and Frontline ensures that the biggest brands in the magazine market reach retail shelves in the right quantity and at the right time. Frontline Ltd** are the largest and most dynamic magazine sales, marketing and Distribution Company in the UK.

An exciting opportunity has arisen at Frontline within the **Hearst UK Newstrade Marketing Team** for a full time, permanent **Newstrade Marketing Manager based in London.**

**Hearst UK** publishes 23 brands including ELLE, Harper’s Bazaar, Cosmopolitan, Good Housekeeping and Esquire. Our brands reach over one in three UK women and one in four UK men every month, enabling consumers to get more out of life and our trusted content engages them wherever they are. We sell over four million magazines a month. Hearst are a fully energised, pro-active and creative publishing business and operate in a fast paced environment.

The Newstrade Marketing Manager is responsible for the retail strategy and overall Frontline service delivery back into the publisher across a portfolio of titles and will report directly to the Head of Newstrade Marketing. The role is key to hitting clearly defined newstrade objectives as agreed with the publishing teams. The Newstrade Marketing Manager is responsible for implementation & delivery of this strategy through Frontline managed activities, including budget management of retail spend. These activities cover listings, display, and promotional programmes at retail, together with the appropriate actions on copy management, wholesale and carrier activity. The successful candidate will also 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:

* Client relationship management
* Line Management of 1 Newstrade Marketing Executive
* Implementation of Retail Marketing strategy
* Budget Management
* Performance management and analysis
* Circulation planning and supply chain

A full Job description is available on request.

If you feel you want to work in a dynamic and exciting environment please apply using the link below.

[**https://app.smartrecruitonline.com/p/job/Newstrade-Marketing-Manager-15905**](https://app.smartrecruitonline.com/p/job/Newstrade-Marketing-Manager-15905)

**The deadline for applications is Friday 13th March 2020.**