

MCARTHURGLEN

GROUP

Job Title	Regional Media Manager	Function/Region	Marketing
Reports To	Regional Marketing Manager	Band	4
Location			

Our Mission

'To create the finest retail experiences.'

Our Purpose

'Making the extraordinary possible.'

Purpose of Role

The Regional Media Manager drives centre performance through integrated regional media planning, campaign development and channel optimisation. Working closely with media agencies, centre teams and regional marketing colleagues, this role develops media plans aligned to centre objectives, uses insight to improve targeting and content, and ensures activity is on brand, measurable and commercially focused.

Key Accountabilities

Media planning and budgeting

- Liaise with our Media agencies to bring local knowledge and insight
- Review channel plans with the agency and the regional marketing team
- Optimise channel mix and performance in line with campaign objectives
- Work with the insight team to incorporate findings from econometric modelling, customer profiling and general market intelligence
- Work with centre teams and the Regional Marketing Manager to define location targeting and content segmentation aligned to centre strategies
- Align budget weighting to centre objectives and KPIs
- Track actual spend against budget and advise the Regional Marketing Manager on overspends, underspends and reinvestment opportunities
- Ensure centre teams understand their media plans and the role of each channel

Customer Journey and Content Management

- Ensure key messages align with business and centre objectives
- Work with regional functions and champions to plan campaign content that reflects location targeting and centre-level segmentation
- Manage the performance of the regional websites, making sure the customer journey is optimised
- Work with the Head Office site team to optimise SEO and paid media, and guide centre teams on website content

Social Media

- Develop the regional organic social media strategy and support group initiatives, training and ongoing channel development where required
- Provide training to the centre teams where necessary
- Work with PR teams to identify and connect with regional influencers; work with centres to review local influencers; identify regional media partnerships that could benefit our centres.
- Set KPIs and track, analyse and report on regional media initiatives

Analysis and Reporting

- Work with the Regional Analyst to summarise campaign performance, identify insights and recommend improvements for future activity
- Share results, recommendations and next steps with centre teams
- Analyse key trends and emerging technologies within the marketing landscape

Line Management

- Recruit, manage and motivate the Regional Content Creator and Regional Stylist.
- Set clear goals, objectives and performance standards, ensuring they are understood and owned
- Act as a role model for inclusion and diversity

Skills & Experience

Insight & Judgement

- Uses customer insight, media performance data and market intelligence to shape media plans and improve campaign effectiveness
- Applies analytical thinking to interpret campaign results, identify trends and recommend practical improvements
- Uses tools such as Google Analytics to understand customer behaviour, channel performance and opportunities for improvement

Communication & Influence

- Communicates media plans, results and recommendations clearly to centre teams, agencies and regional stakeholders
- Influences stakeholders to align campaign activity, content and budgets to centre objectives and KPIs

Collaboration & Inclusion

- Builds effective relationships with media agencies, centre teams, PR teams, regional functions and Head Office colleagues
- Works inclusively across teams and markets, supporting shared understanding of media plans, channels and campaign priorities

Delivery & Performance

- Plans and manages integrated media activity across channels, budgets and timelines, with strong attention to detail
- Tracks spend, KPIs and campaign performance, following through on actions to optimise results

Requirements

- Brings strong cross-media experience, particularly across digital media, content management, social media and influencer activity
- Fluency in relevant languages is required
- Photoshop or basic design skills are desirable

Our Success Framework



McArthurGlen, an extraordinary experience for everyone.

At McArthurGlen we value the diversity of our people.

We celebrate difference and believe that everyone is extraordinary.

We are committed to building a culture where our opinions and contributions are listened to and respected and anyone can be themselves.

We learn and grow together, we all belong.