

Alma Attic Limited

18 Wintersells Road, Byfleet, Surrey, KT14 7LF
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Written Statement of Employment

Name of employer: Alma Attic Limited
Employer's address: 18 Wintersells Road, Byfleet, Surrey, KT14 7LF

Job title: **Marketing Manager**

1. Commencement of employment:

Your employment will begin on (-----)

2. Job description:

The Marketing Manager will be responsible for developing and executing strategic marketing plans to promote Glorydale's POS systems and payment solutions. This role will oversee all marketing activities including digital campaigns, market research, partnerships, brand development, and performance analysis to achieve sustained growth in the UK and international markets.

CORE DUTIES AND RESPONSIBILITIES:

Key Responsibilities: **Marketing Manager**

The employee will undertake the following duties:

- Develop, plan, and implement integrated marketing strategies to enhance brand visibility and generate qualified business leads.
- Conduct in-depth market research to identify customer segments, competitor activities, and emerging fintech or payment industry trends.
- Manage and optimise digital marketing campaigns including SEO, PPC, email marketing, and social media advertising.
- Oversee content creation for digital platforms, brochures, websites, and promotional materials, ensuring consistent brand voice and message.
- Collaborate with sales and product development teams to design campaigns that support product launches and business development objectives.
- Establish and manage marketing budgets, ensuring cost-effective use of resources and measurable ROI.
- Monitor, analyse, and report on the performance of campaigns using data-driven metrics and analytics tools.
- Manage relationships with third-party vendors, advertising agencies, and media outlets.
- Organise and attend trade fairs, exhibitions, and networking events to promote the company's POS technology solutions.
- Ensure compliance with data protection regulations and brand communication standards.

3. Job location(s)

Your place of work is: 18 Wintersells Road, Byfleet, Surrey, KT14 7LF

4. Working overseas

You are not expected to work overseas.

5. Pay

You will be paid on a salary basis.

Your salary will be **£50,100.00 per annum** & you will be paid monthly in arrears.

6. Hours of work

- This is a permanent employment. Your normal working hours will be minimum 37.5 hours per week.
- You will work on the following days: Monday, Tuesday, Wednesday, Thursday & Friday. You will never be required to work nights.
- You will never be required to work weekends.

7. Holidays

- You are entitled to 28 days holiday per year. This includes public holidays - Your holiday year begins on (-----) - Unused entitlement may not be carried forward to the next holiday year.

8. Sickness absence

- If you cannot work because of illness, you must inform personnel as early as possible on the first day and each subsequent day when you are unable to work.
- Self-certification is allowed for a maximum of 5 days after which a Doctor's Certificate must be provided.
- You are not entitled to contractual sick pay. You may be entitled to statutory sick pay.

9. Pension scheme

There is no company pension scheme.

10. Collective agreements with trade unions

There are no collective agreements with trade unions or other employee groups affecting this employment.

11. Ending the employment

This employment is permanent subject to each party's right to terminate in accordance with the terms of this statement. If you want to leave this employment, you must give 4 weeks' notice. We must give you 4 weeks' notice if we want to end this employment.