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| SECTION 1 – IDENTIFYING INFORMATION |
| Job Title | Head of Marketing Grocery Portfolio | Department | Marketing |
| Function | Marketing | Site | Histon |
| Date | January 2021 | Approved by(manager) | Ruth Snowdon Gough |
| SECTION 2 – JOB SUMMARY |
| To provide strategic direction, leadership and management of the Marketing Team and drive profitable growth for the grocery division.Using internal, Consumer and shopper data the Head of Marketing will be responsible for creating the 3 year growth plans and annual operational plans to drive sustainable growth for the Everyday Puddings and Spreads and Drizzles business units – both brand and OL. The head of marketing will act as the brand guardian for Hartley’s and Sunpat ensuring continued brand salience and distinctiveness. Lead all new product efforts and pipeline development, including product strategy, generating and testing new concepts, overseeing the commercialization process and creating market launch plans to guarantee success in the market place. Work with the factory GM to ensure all growth plans worked through to EBITDA including influencing CAPEX and operating model decisions.Plan and execute the holistic marketing strategy for the Grocery division and lead agency partners to deliver break through market plans and creative development capable of improving A&P ROI.Provide direction and coordinate with other functions such as sales, category, NPD, technical, finance and factory teams as necessary. This role will play a leadership role in the monthly portfolio management review and commercial leadership team and will be a key member of the site leadership team.Manage, inspire and lead the marketing team in line with our ACHIEVE values and behaviours. Continue to build on the strong team and coach and support to ensure they perform and achieve their absolute potential.The successful candidate must be an original thinker who quickly grasps the essence of an issue. They are able to use their experience to look toward the broadest view. Has good judgement about what will work when and where. Develops competitive breakthrough plans within a strategic framework. In addition, this candidate must be able to communicate a clear and compelling vision that inspires the total business. They will need to bring passion and enthusiasm to the vision with clear map and milestones. They are able to sets a high-performance climate. Builds high performing teams role modelling ACHIEVE behaviours. Lastly, the successful candidate must be highly agile with good change agility, people agility and learning agility.To support the Marketing & NPD Director on providing strategic vision for the function. The role will require the individual to be a very active member of the Commercial Leadership Team. The role will have direct and indirect line management responsibility.  |
| SECTION 3 – KEY ACCOUNTIBILITIES | % OF TIME |
| Strategic Planning* Create business growth plans not just brand plans.
* Communicate a clear and compelling vision to the site leadership team. Support identification of capacity and capability gaps vs that plan.
* Creating compelling growth strategies and plans that are ‘talkable’ across the business and executable across the market
* Translate multiple data sources into powerful and actionable insights to drive scale
* Brand ownership and development of Hartley’s and SunPat to ensure continued salience and distinctiveness.
* Range architecture and Price Pack architecture development to maximize scale for all brands and OL portfolio.
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| Innovation Development * Lead the creation of a 3 YEAR growth pipeline to unlock incremental value and scale this will include a range of disruptive, expansive, continuous and cost out initiatives
* Ability to define what matters most for consumers in creating new propositions and lead design to consumer value thinking on the existing portfolio.
* Create compelling proposition for OL and build catalogues that support winning new business at accretive margins to the existing portfolio.
* Prioritisation of pipeline and resources where necessary to ensure the biggest bang for our buck.
* Ability to influence and shape the manufacturing capability and capacity plans for the Histon site.
* Active ownership of strategic projects within the business.
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| **Team Development*** Is skilled at assessing performance and future potential and assembling high performing teams. Builds strong development plans with assignments and metrics that stretch and challenge. Holds frequent development discussions and candid 2 way conversations. Encourages learning and designs in feedback loops.
* Ability to foresee challenges and support team navigating these.
* Prioritisation of key initiatives and resources.
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| Media and Campaign Development* Prioritise media and campaign spend for grocery to ensure the greatest return.
* Ensure test and learn mentality.
* Build the brand purpose and use this to create relevant consumer driven initiatives that fulfil company strategic growth objectives.
* Managing agency partners to create communication that is noticed, remembered and understood.
* Manage agency partners to apply reach based media planning
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| Budget Control* To monitor the marketing expenditure on a regular basis and manage to the budget or latest forecast.
* To be rigorous on returns for every £1 spent – however small.
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| SECTION 4 – EDUCATION & EXPERIENCE |
| Education Level  | Degree in any at 2:1 or aboveDesirable: Degree in Business or MarketingDesirable: CIM qualification(s) or Marketing Academy Scholar although not essential for the right training in large FMCG background. |
| Experience  | 10+ years marketing/brand managementDesirable: A significant proportion of that time spent within FMCG/Grocery/Food UKDesirable: Experience of another function beyond marketing. |
| Key Capabilities and Characteristics  | Original thinker who is able to take a long-term strategic view but practical enough to know when you need to play tactically too. Track record of building successful and credible brand growth.Must possess excellent communication and influencing skills, both internally and externally.  Highly numerate, with strong Excel skills, good commercial acumen and attention to detail. Excellent presentation and story-telling skills.  Passion and drive to succeed and be highly results focussed, with ability to deliver through and inspire Teams.  Demonstrates behaviours in line with the Company’s “ACHIEVE” framework High degree of change agility and strong personal learning agility. |
| SECTION 5 – DIMENSIONS & SCOPE |
| Budgetary Responsibility: | Direct/Indirect Budget: c.£5m A&P Budget Plus Overheads of c. £0.5mDirect responsibility for efficiency of A&P spend.Positive contribution towards Company’s NSV & EBITDA targets, as well as overall Balanced Scorecard measures |
| Other key dimensions | Lead development of 3 year and annual business plans in line with business strategy and direction.Propose options & recommendations to Marketing & NPD Director and make decisions on the strategic direction of the marketing function, product categories, category visions and relevant customer plans.Lead annual brand planning with media and agency partners to develop a plan that maximises growth and continues to improve our A&P ROI YoY. |
| SECTION 6 – CONDITIONS OF ROLE |
| State any conditions for role | Based in Cambridge (Histon, just north of Cambridge)Currently home based due to COVIDPost COVID 1-2 days a week in HistonAbility to work from home 1-2 days a weekAd hoc weekly travel to agencies (London) and customers across the UK as required.Occasional overnight stays may be required. |
| SECTION 7 – POSITION IN ORGANISATION |
| **Peer Positions (list below)** | Team Size  | 7 (including this role)4 direct reports |
| Head of Sales Grocery |  |
| Head of CategoryFactory General ManagerHead of TechnicalHead of NPD |
| SECTION 8 – SIGNATORIES |
| Job Holder Signature |  | Manager Signature |  |
| Name |  | Name | Ruth Snowdon Gough |
| Date |  | Date | 26/02/2021 |