|  |
| --- |
| SECTION 1 – IDENTIFYING INFORMATION |
| Job Title | Marketing Manager | Department | Marketing |
| Function | Marketing | Site | Histon |
| Date | February 2024 | Approved by(manager) | Rebecca Fairbairn - Head of Marketing Plant Based |

|  |
| --- |
| SECTION 2 – JOB SUMMARY |
| Our portfolio strategy is the help Change the Way the World Eats, it is a key tenet to creating a better future for generations to come. To deliver on this promise you will be responsible for developing and implementing the growth strategy for one of the UK’s most iconic and best loved plant based brands Linda McCartney’s with the UK and European Territories.Linda McCartney’s continues to drive the plant based movement with a strong category enhancing innovation pipeline, successful ATL marketing investment and strong distribution growth. However, there still remains significant headroom for growth by continuing to drive awareness and relevance within the fastest growing category in Grocery retail.This role will be responsible for leading, developing and delivering a strategy that drives Turbocharged share, penetration and brand growth for the UK & European retail and food service market and as such puts the candidate in the lead seat in a highly visible segment of the wider Hain Celestial Group. The role is responsible for a marketing investment budget c. £2m and will lead the UK agency team including media and PR agencies. This will mean you will be responsible for developing, planning and executing the media plan for the product portfolio. You will be accountable for delivering a healthy innovation Roadmap in line with the brand’s strategic and consumer targets at pace. This role will also have direct management for the Brand Manager Plant Based role and therefore will be responsible for the development of high potential individuals in order to create our marketing leaders of tomorrow.As part of a strong cross-functional team, you will be responsible for the direction and engagement of the local teams including operations, NPD, sales, category and customers. As well as chairing and participating in internal meetings, leading customer meetings and engaging with external stakeholders. |

|  |
| --- |
| SECTION 3 – KEY ACCOUNTIBILITIES |
| * To develop and lead the 3-5 year strategic plan for the UK & European LMF Frozen branded meat free portfolio, creating a stretching and comprehensive growth levers plan.
* Regularly monitor the performance of the LMF portfolio using all continuous data – Kantar, Circana etc. to measure progress against our KPIs and formulate an action plan to course correct if required.
* Accountability for all UK & European Expand and Grow Innovation Project delivery – Identify white space, ideate, develop winning concepts and brand propositions. Working hand in hand with NPD to develop new exciting innovations to allow consumers to eat more meat free meals, more often.
* Identify transformational opportunities to expand our LMF Frozen meat free portfolio with key consumer groups. Through great consumer insight and cultural understanding define opportunities across all our key channels to accelerate the growth of plant based meat free category by accessing more hero meal occasions.
* Deliver step change thinking to the market – Use Agile Test & Learn Principles to launch innovation or initiatives where we get to market quickly and learn - Define launch plan & investment models.
* Ensure the key growth initiatives land in the Plant Based CLT and are brought to life across the commercial and sites functions to build cross functional engagement and inspire delivery.
* Represent the voice of the consumer and bring consumer insights to opportunity territories.
* Manage stakeholder Interactions effectively – show resilience and ability to resolve issue.
* Demonstrate an understanding of the commercial and competitor landscape and key commercial metrics and value drivers of a business.
* Build relationships and leverage external partners (agencies (advertising, digital, events, PR), freelancers, partnerships) to achieve your goals/results.
* Manage performance metrics of accountability.
* Manage A&P budget expenditure and efficiently allocate resources to test + learn to prove scalability, and create a launch strategy.
* Lead the creation of world class assets and programmes to drive growth – ensure we have the standards and effectiveness to deliver breakthrough performance.
* Develop toolkits to set the expectation for best practice and embed the best practice in markets.
* Direct team line management and development of Marketing Executive Plant Based
 |

|  |
| --- |
| SECTION 4 – EDUCATION & EXPERIENCE |
| Education Level (i.e. Degree, Prof. Quals., etc) | Educated to degree level or with a combination of relevant work experience and marketing qualifications (e.g. CIM Diploma) |
| **Experience & Skills Required:** | * Strong track record of delivering results, especially in identifying breakthrough opportunities for channel and brand growth that have driven real value in the market.
* Business oriented mind set with the ability and experience to set and maintain a budget
* Experience in ideation, co-creation, proposition development and refining compelling propositions based on consumer insight.
* Strong project management, planning and delivery skills with confidence to make tough calls and to ruthlessly prioritise.
* Direct team line management experience with proven ability to inspire and develop people but also ability to manage difficult conversations when required.
* Excellent communication skills, able to build strong relationships with internal and external stakeholders
 |
| **Key Behaviours:**  | * Cares about people - Builds relationships and partnerships underpinned by openness honesty and respect
* Acts with Pace - Cuts to the heart of the problem getting to solutions with creativity and speed.
* Demonstrate resilience to constructive challenge and openness and flexibility of approach to others’ views. Has a willingness to embrace rapid learning and see “fail fast” as a positive
* Passionate about what they do
* Acts with integrity and responsibility
 |

|  |
| --- |
| SECTION 5 – DIMENSIONS & SCOPE |
| **Budgetary Responsibility:** | Direct Budget: c£2m  | Indirect budget: £0 |
| **Other key dimensions:** | NSV & EBITDA delivery in line with the annual budgetDevelopment of 3-5 year strategic plans for Frozen Plant Based Meat Free Define and implement levers for growthLead monthly reporting – internal data, Circana, Kantar, EPOS, CPMULead internal/external meetings/processes |

|  |
| --- |
| SECTION 6 – CONDITIONS OF ROLE |
| **Conditions for role:** | This role will be based two days a week at their Marketing hub in Histon, one day a week at the Fakenham production site to work closely with the Operations and NPD team and two days remotely.Additional ad-hoc travel when required to agencies, customers and alternative locations within HDG |

|  |
| --- |
| SECTION 7 – POSITION IN ORGANISATION |
| **Peer Positions (list below):** | **Team Size:**  | 13 (UK Hain Marketing) |
| * Marketing Manager Everyday Puddings
* Customer Controllers
* Category Team Manager
* NPD Manager
 |
| **Reports to:**  | Head of Marketing UK - Plant Based, Everyday Puddings and Spreads & Drizzles |

|  |
| --- |
| SECTION 8 – SIGNATORIES |
| Job Holder Signature |  | Manager Signature |  |
| Name |  | Name |  |
| Date |  | Date |  |