|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SECTION 1 – IDENTIFYING INFORMATION | | | | |
| Job Title | Assistant Brand Manager – EDP | Department | Marketing | |
| Function | Marketing | Site | Homebased | |
| Date | April 2025 | Approved by  (manager) | Catherine Hicks (Head of Marketing), will report into Marketing Manager EDP | |
| SECTION 2 – JOB SUMMARY | | | | |
| Our portfolio strategy is to brighten everyday moments with a touch of fruity fun through the joy of pudding! To  deliver on this promise you will assist in developing and implementing the growth strategy for one of the UK’s most iconic and best loved brands Hartley’s.  This is a key growth category for the business with a requirement to step change our NSV delivery and optimising  our margin-rich range individual pots and to make jelly.  For Hartley’s, the candidate will have responsibility for the marketing mix, NPD pipeline and brand P&L, they will also be pivotal in supporting the strategic development of the brand.  This role will include chairing and participating in internal meetings, customer meetings and engaging with external agencies. | | | | |
| SECTION 3 – KEY ACCOUNTIBILITIES | | | | % OF TIME |
| Strategic Planning  * To proactively challenge and make recommendations to the Marketing Manager and Head of Marketing on strategic issues. This includes aiding the Marketing Manager in the completion of the strategic plan, working with internal stakeholders to gain commitment to plans, as well as owning some strategic projects and implementing them through the business. * Regularly monitor brand performance using all continuous data – Kantar, IRI etc. to formulate annual growth plans. | | | | 10 |
| Innovation Development  * Understand consumer drivers and barriers for the brands and category. * Regularly monitor and understand key consumer and flavour trends affecting your brand. * Assist in the development of a 3 year innovation pipeline for your brand that delivers growth in line with the 3 year plan estimates. * Write clear and inspiring product development briefs for the NPD team. | | | | 15 |
| Project Implementation  * Lead and drive projects through the business to a set process, with a particular focus on quality and NPD. * To lead cross-functional team working and influence key parties to deliver the project objectives. * To identify and align required sub-projects within the programme goals. * To develop new project standards where appropriate. | | | | 50 |
| Marketing Planning  * To assist in the formulation of marketing plans that fulfil company strategic growth objectives. * To clearly understand the brand and the key value levers, and use marketing tools that pull the right levers and drive value sales and profit. * To present plans to the exec, sales, NPD, operations, supply chain to gain company wide acceptance and excitement. * To take the plans to retailers to support the sell in and gain commitment from retailers to support the brands. * Able to build key relationships with external partner agencies in order to support them in delivering excellent work. | | | | 15 |
| 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. | | | | 5 |
| P&L Control  * To monitor every element of the P&L above fixed overheads and make recommendations to improve profitability whist maintaining the product values in the brands. * To set up cross functional teams to address cost savings where appropriate. | | | | 5 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| SECTION 4 – EDUCATION & EXPERIENCE | | | | | | | |
| Education Level (i.e. Degree, Prof. Quals., etc) | | | | Degree in any at 2:1 or above  Desirable: Degree in Marketing or business  Desirable: CIM qualification(s) | | | |
| Years Experience (i.e. Relevant experience, Industry Experience, Management level experience, etc) | | | | 2+ years marketing/brand management  Desirable: A proportion of that time spent within FMCG/Grocery/Food | | | |
| Key Capabilities and Characteristics (Interpersonal skills, specific competencies, specific skills, etc) | | | | High degree of change agility and strong learning agility  Can deal with ambiguity  Able to motivate others  Self starter, with the ability to work independently  Good commercial acumen  Excellent communication skills, written and verbal  Passion and drive to succeed  Acts with Pace - Cuts to the heart of the problem getting to solutions with creativity and speed. Passionate about what they do  Acts with integrity and responsibility | | | |
| SECTION 5 – DIMENSIONS & SCOPE | | | | | | | |
| Budgetary Responsibility:  All marketing spend for brands | | Direct/Indirect Budget: | | | | Direct up to £1m marketing spend  Indirect trade spend | |
| Other key dimensions  (.e.g. sales, products, skus, reports, invoices, etc)  Please put description and numbers | | NSV & EBITDA delivery in line with the annual budget  Support the development of strategic plans  Assist with development of brand plans  Lead monthly reporting – internal data, IRI, Kantar, EPOS, CPMU  Lead internal/external meetings/processes | | | | | |
| SECTION 6 – CONDITIONS OF ROLE | | | | | | | |
| State any conditions for role  (e.g. Travel requirements, site specific/multi-site, Physical conditions i.e. Hot/Cold, indoors/Outdoors, hazardous, etc) | | | | Homebased contract but with hybrid working – 2/3 days home/office (office is Histon / London)  Ad hoc travel to agencies (London) and customers across the UK as required.  Occasional overnight stays. | | | |
| SECTION 7 – POSITION IN ORGANISATION | | | | | | | |
| **Peer Positions (list below)** | | | Team Size (if none put 0) | | 12 (Hain Marketing) | | |
| Assistant Brand Manager – Soup | | |
|  | | | Reports to (Job Title) | | Marketing Manager EDP | | |
|  | | |
|  | | | **PLEASE ENSURE YOU ATTACH CURRENT ORGANISATION CHART** | | | | |
|  | | |
| SECTION 8 – SIGNATORIES | | | | | | | |
| Job Holder Signature | Jemma Robinson | | | Manager Signature | | | Catherine Hicks |
| Name | Jemma Robinson | | | Name | | | Catherine Hicks |
| Date | 09.04.2025 | | | Date | | | 09.04.25 |