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| SECTION 1 – IDENTIFYING INFORMATION |
| Job Title | Junior Shopper Marketing Manager  | Department | Commercial |
| Function | Shopper Marketing | Site | Home Based, with ability to travel to all Factory and Office sites across the UK. |
| Date | March 2025 | Approved by (manager) | Shireen Ali / Amy Cowan  |

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| SECTION 2 – JOB SUMMARY |
| Develop and deliver our annual Shopper Marketing plans with selected customers to drive growth for Hain brands and products. Working with the Channel Marketing Manager, this is a key role that helps ensure our brands ultimately get into more shopper baskets to drive brand growth. |

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| SECTION 3 – KEY ACCOUNTABILITIES | INDICATIVETIME SPLIT |
| **Customer Marketing Execution Planning*** Plan, develop and execute annual media plans with your selected customers.
* Ensure all plans focus on the 5 guidelines of: Portfolio, Pricing, Promotion, Placement, Point of Purchase. Plans should reflect a deep understanding of your customer strategies, their shopper base and aligned tactics to win.
* Understand your key customers’ strategies and how we can partner to deliver them. Tie media negotiations into overall account commercial agreements to unlock savings on rate card wherever possible.
* Support and help to activate key strategic and NPD projects aligning to our gold, silver and bronze brand moments.

**Customer Marketing Insights, Evaluations & Budgeting** * Work with your line manager to create a monthly plan for Hain Celestial’s field sales agency to review in-store POS compliance, and if needed, work with the customer media agencies to find a resolution for poor POS compliance.
* Work with the category and insights teams post-campaign to understand the impact of the recent activities, the ROI, how it performed against the objectives and log key learnings and recommendations for future plans. Continuously adapt shopper marketing plans based on these learnings.

Working with your line manager, closely monitor budgets and investment levels, ensuring that budgets are tracked in a consistent way and always reflect the live plans..**Trade Marketing** * Working with Customer Managers, develop strong relationships with key customers and relevant agencies (e.g Dunnhumby) that influence Hain Celestial’s brands’ performance.
* Collaborate cross-functionally to develop compelling sell-in stories and aids for key opportunities e.g innovation listings.

**Champion for the Voice of the Channel, Customer & Shopper*** Voice of the customer – ‘bring the outside in’, ensuring we are aligning our brands, products and plans to the strategies and needs of our key customers and their shoppers’ shopping missions.
* Voice of the shopper – have a strong understanding of key customers’ shopper base, behaviours and needs.
* Champion and drive customer initiatives through the business.

**Shopper Marketing – ’Get into more baskets’*** Create and manage customer shopper marketing plans, ensuring plans are aligned to our customer strategies, our key initiatives by brand and our objectives for each customer.
* Manage the implementation of the shopper marketing plans (i.e. booking the media, artwork creation with agency partner, artwork submission ahead of the deadline).
* Best Practice Execution – consistently deliver best in class execution that’s aligned to the brand key visual for the initiative, and ensure the media is aligned to best meet campaign objectives for the allocated investment level.
* Provide internal visibility and team engagement in our plans, driving a sense of ambition and pride in shopper marketing.
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| Work cross-functionally across internal departments, both remotely and at Hain Celestial’s factory and office locations. This includes:* Sales Team
* Category Management Team
* NPD and Marketing
* Finance
* Revenue Growth Management
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| SECTION 4 – EDUCATION & EXPERIENCE |
| Education Level | Degree level |
| Experience (i.e. Relevant experience, Industry Experience, Management level experience, etc) | 1+ years proven track record of success in a Commercial roles (Sales, Marketing, Category, Finance) within the FMCG food industry.Experience of Brand  |
| Key Capabilities and Characteristics (Interpersonal skills, specific competencies, specific skills, etc.) | Must possess excellent communication skillsPossess strong Excel skills, and good commercial acumen Excellent presentation and story-telling skillsAbility to build successful and credible customer relationships.Ability to use market, shopper and retailer data to create strong selling stories and recommendationsAbility to juggle and prioritise tasks |

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| SECTION 5 – DIMENSIONS & SCOPE |
| Budgetary Responsibility |  Build your customer shopper marketing plans and align with Customer Managers and ensure continuous alignment, making sure that the plans are always within budget.Closely monitor your investment levels, ensuring that budgets are tracked in a consistent way and plans always remain within budget. Make a positive contribution toward Hain Celestial’s NSV & EBITDA targets.  |

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| SECTION 6 – CONDITIONS OF ROLE |
| State any conditions for role | Role will require travel to multiple Hain Celestial factory and office sites, and frequent Customer Head Office and Route to Market visits across the UK.This role may include overnight stays. |

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| SECTION 7 – POSITION IN ORGANISATION |
| **Peer Positions** | **PLEASE ENSURE YOU ATTACH CURRENT ORGANISATION CHART** |
| **Reports to**:Channel Marketing Manager  |
| **Works alongside and in collaboration with:**Channel Sales Controllers, Customer Managers, Customer Executives, Data & Insights Controller, Market Planning Controller, Marketing and NPD Teams. |
| **Line management**: N/A |

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| SECTION 8 – SIGNATORIES |
| Job Holder Signature |  | Manager Signature |  |
| Name |  | Name |  |
| Date |  | Date | 26.6.23 |