

Baxters Food Group is a family owned global business established in Scotland over 150 years ago who are best known for premium food brands. For four generations the Baxters family has experienced dynamic change by launching into new market sectors through acquisitions and new products.

We're just as fussy about the people we employ as we are about the ingredients we use in our recipes. We employ people who are as passionate about our products as we are, after all food is one of the most competitive and fastest paced markets in the world. Our operational sites have strong local identities and we are highly respected in the local communities in which we operate. We are extremely proud that we have committed colleagues who have worked for us for over 30 years.

We are now on the lookout for a Brand Manager to take responsibility for our portfolio brands.

The main purpose of the role is to propose the brand strategy and plans for key portfolio brands but in particular Fray Bentos.

These brands are at an exciting stage in their development and are expected to contribute significantly to our exciting growth plans over the coming years.

Reporting into our European Marketing Director your objective will be to increase consumer commitment to these brands through the execution of the agreed commercial 18 month brand plans, which is expected to include a significant New Product Development programme.

Your main accountabilities in this role would be as follows:

- **Strategic Planning:** Contribute to the strategy discussion for portfolio brands to deliver profitable growth within defined product sectors.
- **Rolling Brand Planning:** Propose and gain approval of a rolling 18 month plan for existing categories, ensuring it is reviewed quarterly, remains aligned with the delivery of the business objectives and consumer KPIs and is communicated and adhered to across the business.
- **Category/Consumer insight:** understand the target and prospect consumers and category dynamics for your brand(s), to actively identify and assist gaining distribution opportunities in line with agreed targets.
- **Brand Communication:** Manage the briefing and development of motivating and relevant communication plans working closely with Brand Communications Manager, to help deliver improved consumer engagement.
- **Brand Guardian:** Be the go-to person for understanding what these brands are about. Be the guardian of product quality and packaging integrity making adjustments with senior stakeholder approval.
- **Project Management:** Effectively develop and manage the required marketing activities in the rolling brand plan. This will include but not be exclusive to managing all ongoing

packaging redesigns and promotional activity and support in and out of store. You may be asked from time to time to assist with Baxters/other projects outside of your portfolio as required.

- **NPD:** Propose and implement successful launch of 18 month innovation plan and contribute to longer term strategic pipeline, working closely with the Innovation Manager and NPD team.
- **Understanding of Category P&L:** Understand your products P&L, monitor brand performance in detail by account on an on-going basis, identifying issues and making timely recommendations to ensure budgets are achieved.

We are looking for someone who loves getting under the skin of brands and consumers and can get excited about the potential within those that are less well-known and developed or have challenges to overcome.

The skills and behaviours we would expect from candidates for this role are as follows:

- **Experienced in product development** – idea generation, product development, packaging, distribution support to sales.
- **Can demonstrate they understand how brands capture people’s attention** and works on idiosyncratic appeal of these brands. May have to create brand guidelines but also work within established ones.
- **Methodical project architect:** Able to write briefs, critique agency work and lead them to great execution within budget and on time, gaining senior stakeholder approval where required.
- **Commercially sensitive** without losing their principles. Every penny counts and understanding P&L from RSP to gross margin is important in this job (could be a learning objective to someone who wants this exposure to sales and buyers in accounts).
- **Team player with proven ability to lead** cross functional teams in packaging / product changes or launches.
- **Practical:** needs to be able to think and do and account for it themselves.
- **No ego** – does it for the love of marketing not their career.

We are committed to ethical trade and basic human rights and we provide safe and hygienic working conditions which are monitored on an ongoing basis. As part of Baxters you will have access to our generous benefit package including a competitive salary which is reviewed annually.

If you are looking for a new challenge in a fast paced and progressive family business then we may have the ideal career opportunity for you!

If you are interested in this opportunity and have the appropriate skills and experience, then please apply by sending your CV and 1 page overview of why you want and should be considered for this role to our HR Department, Fochabers via careers@baxters.co.uk

Date Advertised: 10th January 2020

Closing Date: 7th February 2020