



Head of Insights & Category Innovation

job description



the purpose of your role

the finer details

Which site am I based at?

YVHQ

Which team am I a part of?

Marketing

Who do I report to?

Marketing Director

Who do I look after?

- Brand Insights Lead
- Consumer Insights Manager
- Category Innovation Managers
- Analyst

Team size?

5

Do you have responsibility for a budget?

Yes – approx. £265k plus people costs

Yeo Valley Production owns multiple brands – Yeo Valley Organic, Tideford Organics, The Collective and Ubley. These brands operate in multiple categories (including dairy, soups & sauces, meat & ambient) and in multiple channels (retail, wholesale and food service).

You are responsible for generating relevant research, data and insights and turning this into clear strategies to help drive growth for our brands. This includes creating insight led, consumer-informed, 3-to 5-year category pipelines, through identification of white space opportunities and big bet platforms.

As an important member of the Marketing Leadership team, you will support the overall engagement and success of the whole Marketing team and work with the wider commercial functions to use insights to help shape our long-term commercial plans.

Your responsibilities:

Consumer and Brand Insights

- **Consumer Centric Culture:** Acting as the voice of the consumer, championing consumer needs, and preferences, ensuring all work remains responsive to changing behaviours and how we can respond to drive positive outcomes.
- **Consumer Insights Excellence:** Develop a vision and roadmap for understanding consumer behaviour, aligning insights with the Business's strategic goals, and anticipating future market trends. Ensure that consumer perspectives are embedded in decision-making across marketing, innovation, and the long-term business strategy. Define and prioritise the insights needed to deliver results.
- **Research excellence:** Lead best practice approach to consumer and concept research, ensuring effective spend and value-added results to drive clear decision-making and positive change. Strong ability to interpret both qualitative and quantitative data to uncover patterns, preferences, and emerging trends.
- **Situational Analysis:** Lead and oversee the tracking of wider macro and market trends, competitor activity, and emerging consumer behaviours to anticipate opportunities and risks, helping stay ahead of the competition. Lead the situational analysis element of the brand planning and multi-year planning cycles to bring together key insights both external and internally (6Cs). Uncover key opportunities and challenges for the Business across each category. Lead the prioritisation of these challenges and opportunities to create focus and clarity for the Business and our brands.
- **Lead the work on understanding and tracking the health of our brands.** Including commission research and consumer insight to support a better understanding of our brands to support the brand management team in the long-term brand building.



qualifications & experience

Essential:

- ♥ Expert knowledge in insights/innovation/category/commercial
- ♥ Knowledge of consumer insights and data agencies
- ♥ Proven track record in writing, implementing and delivering insights and actions
- ♥ Excellent project management skills and approach
- ♥ Proven track record in creativity and visioning
- ♥ Excellent presentation and communication skills, both written and verbal

Category Innovation

Develop and embed a category innovation process that becomes an engine for long term growth across multiple categories and multiple brands.

- **Culture of Innovation:** Champion a culture of creativity, curiosity and thinking big. Create a test and learn approach to then back the leading ideas with biggest potential.
- **Oversee 'big bet' opportunities and lead prioritisation** based on opportunity, Business goals and the YVP house of brands strategy.
- **Ensure excellent programme and project management** approach to deliver great innovation opportunities
- **Strategic Planning:** Develop and implement strategic initiatives that align with the business goals. This includes conducting market research and analysis to identify emerging trends and opportunities for growth. Lead the development of category innovation platforms including sizing of platforms and prioritisation. Ensure effective financial management of research activities.
- **Innovation Management:** Work with the Senior Head of Product & Innovation and other members of the Product team, and with the Brand Management Leads, to ensure an effective innovation process, from concepts to reality. This includes research & development initiatives and ensuring that innovative ideas are translated into actionable briefs.
- **Collaboration:** Work closely with leadership across multiple functions to ensure that innovation initiatives are integrated into the broader business strategy and closely linked to R&D / Product Development to deliver future feasibility requirements. This requires strong communication and interpersonal skills to foster collaboration across teams.
- **Performance Monitoring:** Evaluate the performance of strategic initiatives and innovation projects, providing insights and recommendations to inform decision-making processes.

what good looks like for this role

Leadership

Leads teams, sets departmental priorities and allocates resources to align with business objectives and annual plans, contributes to the development of departmental long-term strategy and annual business plans.

Interpersonal Skill

Persuades managers and leaders to take action and/or negotiates with external partners/vendors/customers. Negotiates with senior leaders across the business.

Managing Vision and Purpose

Creates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates mileposts and symbols to



rally support behind the vision; makes the vision shareable by everyone; can inspire and motivate entire units or organizations.

Peer Relationships

Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

Motivating Others

Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.

Business Acumen

Applies broad industry knowledge and commercial awareness to drive financial performance.

HR use

Date of last review:

Job reference no:

Job level:

Job family: