



# WSFS Activation Manager

## job description



## the purpose of your role

### the finer details

Which site am I based at?

HQ - Blagdon

Which team am I a part of?

YVFP Marketing

Who do I report to?

Head of Brand Activation

Who do I look after?

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Team size?

-

Do you have responsibility for a budget?

Yes

You'll contribute to the development and execution of the company's brand activation strategy for YV Managed Brands growing consumer demand and shopper response to drive profitable sales growth.

You'll be the activation lead for the Convenience & Out of Home channels informed by the specialist knowledge of the shopper journey in the channel with particular focus on the own channel communication & CRM.

You'll live and breathe our company purpose and collaborate with colleagues across the business contributing to projects that will deliver our activation strategy.

### Your responsibilities:

- ♥ Lead the development (on the short term) and the management (on the long term) of the Whole Sale and Food Service (WSFS) trade site – an information hub covering all the YV Managed Brands (e.g. Yeo Valley, Ubley, Tideford, etc.) for all WSFS clients across all sectors, including architecture design, project delivery with internal & external support as well as subsequent optimization.
- ♥ Support the sales of our multi-brand product offering by planning and executing brilliant Brand Activation across the Convenience & OOH channels including the WSFS channels as well as smaller formats of the bigger retail chains (e.g. Tesco Express, Sainsbury's Local, Co-op).
- ♥ Set-up & manage a trade focusing CRM system linked with the WSFS trade site including the client database build, database segmentation, content calendar development, mailer design and content creation, supporting if needed the WSFS commercial team in the management of customer enquiries.
- ♥ Develop (on the short term) and manage (on the long term) of the consumer facing Ubley digital presence / own channels, including a dedicated website as well as the set-up of dedicated social media channels in line with the Ubley brand positioning and target consumer profile.
- ♥ Using an in-depth knowledge of the Ubley consumer, lead the activation content development for the Ubley brand creating compelling and impactful assets in any format needed (static, video, audio) involving internal or external creative resources.

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## experience

### Essential:

- ♥ Digital marketing
- ♥ Brand Activation
- ♥ Shopper Marketing
- ♥ Creative development
- ♥ Social Media marketing
- ♥ Content Marketing
- ♥ Email marketing
- ♥ Agency relations
- ♥ CRM
- ♥ KPI management
- ♥ Budget management

- ♥ Set-up & manage an end consumer facing CRM system for the Ubley consumer including consumer acquisition, database build & segmentation, content calendar development, mailer design and dedicated content creation, efficient management and resolution of consumer complaints & enquiries.
- ♥ Track and measure SEO and Google Analytics metrics and provide reports. Set-up and measure KPI's to be able to assess the impact of the Ubley brand digital presence.
- ♥ Closely keep track of your allocated budget making sure you stay within the agreed parameters and achieve maximum impact. Track and update monthly the yearly budget phasing.
- ♥ Work closely with the Activation Managers, the Senior Graphic Designer and the Head of Brand Activation to make sure the delivery of the required brand activation for all branded product offering in line with the Activation Strategy and Brand Plans. Present clearly your key projects and work to build consensus with the team and other stakeholders.

## what good looks like for this role

### Job Functional Knowledge

Requires in-depth conceptual and practical knowledge in own job discipline and basic knowledge of related job disciplines

### Leadership

Acts as a resource for colleagues with less experience; may lead small projects and/or teams with manageable risks and resource requirements.

### Business Expertise

Has knowledge of best practices and how own area integrates with others; is aware of the competition and the factors that differentiate them in the market.

### Problem Solving

Solves complex problems; takes a new perspective on existing solutions; exercises judgment based on the analysis of multiple sources of information.

### Impact

Impacts a range of customer, operational, project or service activities within own team and other related teams; works within broad guidelines and policies

### Interpersonal Skill

Explains difficult or sensitive information; works to build consensus

### Desirable:

- ♥ Affiliate Marketing
- ♥ SEO

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HR use

Date of last review:

Job reference no:

Job level:

Job family:

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