Shopper Marketing Manager

job description

the purpose of your role

This role is critical in accomplishing impactful shopper marketing executions. It involves working closely with our biggest retail partners, sales teams, and internal collaborators to drive shopper engagement and conversion at the point of purchase. This role will ensure our customers have a real partner throughout that provides them with all the insights, growth drivers, and tools required to deliver stellar execution of our commercial plan, and to shift consumer and shopper behavior to achieve Yeo Valley's financial and market share ambition.

Your responsibilities:

- **Activation Excellence**: Implement unmissable high impact shopper marketing initiatives in-store, in outlets and online, ensuring timely delivery of campaigns that align with brand strategy and retailer needs.
- Seamless **toolkit deployment**: Adapt and customize shopper marketing toolkits to suit retailer specific nuances and requirements. Propose key retailer exclusive executions in line with the commercial and brand objectives.
- **Shopper-Focused POS Implementation**: Manage the deployment of point-of-sale (POS) materials, on trade POS tools, and experiential activations to engage shoppers effectively.
- **Collaboration with Retail Partners**: Act as the main liaison between the company and retail partners, ensuring alignment on goals and execution plans.
- **Performance Monitoring:** Work with the RGM team to measure the efficiency of campaigns using important metrics (e.g., sales uplift, shopper engagement) and provide actionable insights for continuous improvement.
- **Budget Management**: Ensure efficient use of shopper marketing budgets, delivering cost-effective campaigns that drive impact.

the finer details

Which site am I based at?

HQ - Blagdon

Which team am I a part of?

YVFP Retail Sales

Who do I report to?

Head of Shopper Marketing

Who do I look after?

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Team size?

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Do you have responsibility for a budget?

Yes
Over £1M

experience

Essential:

About You

- Extensive experience in FMCG business, in Shopper Marketing / POS Activation Specialist or similar
- Passion for creating experiences for customers and consumers
- Problem solver and teammate who can deal with ambiguity and adapt quickly
- Strong history of working with sales and brand teams to align on execution plans
- Experienced in handling several brands at the same time
- Ability to analyse campaign results and leverage insights to optimize future initiatives.

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

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HR use

Date of last review:

Job reference no:

Job level:

Job family: