



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

Up to £500K

# Brand Activation Manager, 6m FTC

job description

the purpose of your role



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 your retail partners informed by the specialist knowledge of the shopper specificities as well as your allocated portfolios consumer journey while supporting the Activation team with admin tasks.

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

## Your responsibilities:

- ♥ **Shopper champion:** optimize physical & mental availability for all the YVP managed brands (all brands, all subcategories) to increase demand in allocated retail partners.
- ♥ Understand fully your retailers high level objectives & consumer segmentation, working closely with category, sales and brand marketing.
- ♥ Lead the shopper media planning & buying across all instore and online channels maximizing their impact by using your knowledge of the specificities of the shoppers in your retailers, informed by the brand plans and the activation strategy.
- ♥ Set upfront shopper campaign KPI's to be able to evaluate the efficiency of the campaign.
- ♥ **Consumer journey champion:** own the allocated portfolios consumer journeys across all our YVP managed brands. Informed by the consumer profiles defined by brand and category teams take a new perspective and map out the key points of influence, identifying the best ways to nudge, interrupt, help the consumers along their way towards purchase, repurchase and brand loyalty.
- ♥ **Creative development champion:** using the in-depth knowledge of the allocated portfolio consumer journey and the product range brief, develop compelling and impactful creative advertising assets to effectively represent the portfolio in any format needed (static, video, audio) for all consumer and shopper campaigns (all brands) using internal or external creative resources.

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## experience

### Essential:

- Shopper marketing
- Creative development
- Campaign management
- Agency relations
- Brandbank
- KPI management
- Budget management

### Desirable:

- Nectar360
- Citrus
- PlanApps

- **Campaign champion:** provide in time and in full creative assets for the allocated portfolio to all partner agencies that need them and follows up the execution of the consumer and shopper campaigns.
- Using internal and external sources track the campaign KPI's and analyse the efficiency of the campaign. Based on the data, exercise judgement and provide learnings and recommendations for future campaigns. Present the results to key stakeholders.
- **Image champion:** responsible for the image of the allocated portfolio in all channels and as such briefs, create and oversee related content for the owned channels (working with YVO) and to the internal communication team, creates renders and lifestyle imagery for all adult yogurt products using internal or external resources. Acts as a resource for adult yogurt related assets for colleagues and external partners.
- **Activation champion:** takes the lead on any additional activation related responsibilities allocated – e.g. PR, Brandbank, Events, Influencer engagement for *all YVP managed brands*.
- **ROI champion:** 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.
- **Team champion:** work closely with the other members of the Activation team 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.

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### **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

HR use

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Date of last review:

Job reference no:

Job level:

Job family:

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