



The finer details

Which site am I based at?

Yeo Valley HQ

Which teams am a part of?

YVO Brand Management

Who do I report to?

Head of Brand YVO

Who do I look after?

Na

Team size?

Na

Responsibility for a budget?

No.

Experience & Skills

Essential:

- ♥ Strong experience in Brand strategy and Comms
- ♥ Experience in Creative Development & messaging frameworks.
- ♥ Experience in multiple media channels
- ♥ Strategic & creative thinking
- ♥ A strong track record working on FMCG brands in the UK

Brand Projects Specialist

YVO — PT FTC until December 31st 2026

Job description



The purpose of your role

Working closely across our YVO Brand team, and with a range of stakeholders across Marketing and Commercial, this is a fast-paced role that will be key to unlocking our new ways of working, supporting our team as we transition, as well as being aligned to our strategic aims and ensuring we're focused on our core purpose of building brand equity, creating demand generation, and delivering commercial growth for YVO.

Through deep understanding of both our current ways of working and the journey we're on, this role will offer flexible support across our team, proactively knowing when to step in and when to move on to the next task. The activities are across the full marketing mix, and we're looking for someone who can deliver on time, right first time, and in line with YVO's purpose and brand objectives.

A strong collaborator who is strategic, commercial yet creatively minded you will inspire and provide cross functional and specialist support that is insightful, results oriented, and drives positive working relationships across our team and our key stakeholders.

Your responsibilities:

- ♥ Understand and embrace our company purpose and work to ensure that all your work helps to **Nurture and Nourish People & Planet.**
- ♥ Lead the day-to-day agency partnerships from brief through to post campaign analysis, ensuring the media plan is optimised to deliver on the business and communication objectives.
- ♥ Collaborate with all YVO Brand and Marketing teams, to lead the coordination of a YVO communication plans from ATL, BTL, Owned, Earned and Shopper that is consistent and timely to maximise through the line impact as well as support EPD, NPD and commercial priorities.
- ♥ Working in collaboration with YV Press Team, embed a pro-active approach to consumer/ trade press across product, sustainability and brand initiatives that supports the YVO objectives and KPIs.
- ♥ Work with the relevant YVL team members to plan and brief asset requirements from media asset needs through to photography. Including overseeing the delivery of worldclass toolkits.
- ♥ Provide regular updates of all channel plans to key YVO stakeholders to maximise wider commercial plans.

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- ♥ Excellent at networking and building strong collaborative relationships
- ♥ Excellent presentation and communication skills, both verbally and written
- ♥ Excellent project management skills
- ♥ Budget Management and resource allocation.
- ♥ Proven experience in brand product management including strategic & tactical planning.
- ♥ Experience in writing and delivering annual plans.
- ♥ Background in successfully translating data into insight and actions/
- ♥ Bring an innovation mindset, curiosity and continuous improvement mindset
- ♥ Accomplished at building & delivering compelling sell in stories.
- ♥ Experience in commissioning consumer research and writing strong agency briefs.
- ♥ Proven experience of successfully launching insight led NPD to market.
- ♥ Strong communication skills and the ability to build relationships
- ♥ Commercially driven
- ♥ Strong presentation skills

- ♥ Using the developed performance measurement framework, continuously analyse the impact of all media spend, constantly reviewing the effectiveness of campaigns to drive optimisation and brand performance.
- ♥ Lead innovation and existing product development projects from approved concept platforms to launch through the stage gate process.
- ♥ Lead the translation of validated consumer opportunities into consumer centric compelling brand propositions.
- ♥ Lead the development of briefs for internal and external teams including research, product, pack design and comms/shopper.
- ♥ Ensure range positioning is distinctive and differentiated versus competition across all assigned ranges. Refine and develop as required.
- ♥ Define range architecture, product hierarchy and portfolio fit.
- ♥ Define pack messaging hierarchy ensuring it clearly communicates the proposition and consumer benefits, signpost drivers of purchase. Including identification and delivery of claims requirements.
- ♥ Measure and evaluate product performance including launched innovation and EPD projects and monthly core performance. Identify optimisation opportunities, recommend corrective actions.

As this is an FTC role to support our transition, you may be asked to undertake other tasks across our team depending on level of activity and priorities through the autumn.

What good looks like for this role

Job Functional Knowledge

Requires specialized knowledge within Brand Marketing. Ability to work independently with no guidance.

Leadership

Leads on activities across the cross functional team to deliver priority work within budget, on time and in line with approved Brand Strategy & brand plans.

Business Expertise

Interprets internal and external business challenges and recommends best course of action to improve the execution of our Brand plans.

Problem Solving

Leads others to solve complex problems; uses sophisticated analytical thought to exercise judgement and create innovative solutions.

Impact

Impacts the achievement of brand objectives. Work is guided by functional policies.

Interpersonal Skill

Communicates difficult concepts and negotiates with others to adopt a different point of view to achieve the best outcomes.

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