



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?

Senior Brand Comms Manager

Who do I look after?

Na

Team size?

Na

Responsibility for a budget?

Yes. Strategic territory. Spend Management & tracking.

Experience & Skills

Essential:

- ♥ Strong experience in Brand Communication and Activation.
- ♥ Strong Experience in Brand Diagnostics and Strategy.
- ♥ Proven experience in Comms Planning and Execution.
- ♥ Experience in Creative Development & messaging frameworks.

Brand Comms Lead

YVO

Job description



The purpose of your role

Working closely with the Senior Brand Comms Manager for Yeo Valley Organic ('YVO'), the YVO Brand Steering Group, and other demand functions this is a well-connected role that will be key to building brand equity, creating demand generation and delivering commercial growth for YVO.

Through deep consumer understanding and through specialised depth of expertise you will lead the strategy, planning and delivery of the multi-year brand comms plans for your assigned Strategic Territory. This will include integrated communication strategies across the full marketing mix, delivered in full, on time and that are in line with YVO's purpose and brand objectives.

A strong collaborator that is strategic, commercial yet creatively minded you will inspire and provide cross functional leadership across all key teams to create impactful communication plans that are highly effective, effective and drive positive brand associations.

With a primary focus on strategic planning, this role will also work closely with creative teams to ensure our visual assets bring our key messages and purpose to life; to build brand trust, brand awareness and brand saliency.

Your responsibilities:

- ♥ Understand and embrace our company purpose and work to ensure that all your work helps to **Nurture and Nourish People & Planet.**
- ♥ Responsible for the creation of the communication strategy for assigned remit and ensuring alignment with YVO's overarching Comms Strategy.
- ♥ Lead the annual planning for your assigned remit and working closely with key stakeholders, diagnose brand health and create an integrated communication plan that supports key brand jobs. This will include holding and driving the communication plan timelines across all internal teams, external agencies creating a one team environment.
- ♥ Develop a strong understanding of the YVO Consumer and YVO Demand spaces to inform and influence a compelling plan and insight led messaging framework for your remit.
- ♥ Ensure all YVO communication and media briefs are rooted in consumer & Category insights and are aligned to the brand strategy and golden thread, with clear KPIs that ladder up to the brand objectives.
- ♥ 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.

TOGETHER



AMBITIOUS



DISTINCTIVE



TRUSTED



- ♥ Experience in multiple media channels
- ♥ Strategic & creative thinking
- ♥ A strong track record working on FMCG brands in the UK
- ♥ 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.
- ♥ Excellent analytical skills to drive spend effectiveness.

Desirable:

- ♥ PR expertise
- ♥ Shopper and retail marketing

- ♥ 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.
- ♥ Through in-depth specialised knowledge and use of insights, support with the development of the YVO consumer journey. Ensure outputs are embedded into YVO comms and media planning to optimise impact.
- ♥ Provide regular updates of all channel plans to key YVO stakeholders to maximise wider commercial plans.
- ♥ Champion and protect YVO's visual brand guidelines and TOV ensuring all campaign assets and content are on brand and true to our purpose and positioning.
- ♥ 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.
- ♥ Support with the development of brand investment business cases.
- ♥ Support the shaping of the YVO brand health tracker to measure the right metrics and associations to drive growth.
- ♥ Monitor Comms and Media Consumption trends as well as competitor activities, spend and share of voice within the market.

What good looks like for this role

Job Functional Knowledge

Requires specialized knowledge within Brand Comms and Campaign development. Ability to work independently with no guidance.

Leadership

Leads a cross functional team to deliver campaigns and communication plans 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 communication 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.