



The finer details

Which site am I based at?
Yeo Valley HQ

Which teams am a part of?
YVP Marketing Team

Who do I report to?
Marketing Manager

Who do I look after?

Team size?
0

Responsibility for a budget?
Yes. Oversight of Ubley Brand investment.

Experience & Skills

Essential:

- Strong track record working on FMCG brands in the UK or other grocery sector.
- Proven experience in brand management including strategic & tactical planning.
- Experience in writing & delivering brand plans
- Experience in commissioning consumer research and writing strong agency briefs.

Senior Brand Manager

Ubley

Job description

The purpose of your role

As a consumer champion and with expert knowledge of the end user operators you will be an ambassador for our Ubley range, inspiring our co-owners and galvanising support across the business.

Your focus will be to lead the development and delivery of winning brand plans to drive incremental growth for Ubley and helping millions of consumers enjoy better dairy away from home.

You will enable the successful delivery of our growth ambitions and long-term company strategy by leading key projects and helping others to solve complex problems.

Your responsibilities:

- Understand and embrace our company purpose and work to ensure that all your work helps **Nurture & Nourish People & Planet**.
- Propose Ubley brand goals and objectives to FY28.
- Assess external and internal insights to identify brand opportunities and risks.
- Deliver the Ubley brand strategy and customer informed plans with a clear vision on where to play and how to win through a distinctively positioned non-organic brand.
- Lead and write Ubley project briefs for internal and external marketing agencies including research, product development, product innovation, pack design and activation/shopper marketing.
- Ensure all packaging and creative assets are aligned to Ubley brand guidelines and principles.
- Lead NPD and EPD projects through the stage gate process from concept to launch.
- Lead Trade Engagement for Ubley, creating and communicating compelling trade plans in close collaboration with sales, category and activation colleagues.
- Recommend and justify marketing investment against Ubley objectives and work collaboratively to allocate budgets to maximise return on investment.
- Measure and evaluate product performance and manage risk and opportunity.



TOGETHER



AMBITIOUS



DISTINCTIVE



TRUSTED



- Experience introducing new insight led products to market.
- Experience of brand activation and shopper marketing
- Strong communication skills and the ability to build relationships
- Good with numbers and strong analytic skills
- Exposure to the buying teams of major mults.

- Embrace and work towards the Marketing team values and vision to become a high performing team helping millions of consumers make better food choices every day.

What good looks like for this role

Insight Generation

Level – 4

The ability to identify powerful customer insights which we can use to drive brand growth.

Brand Positioning

Level – 4

The ability to understand our brand, our customer and the market to a point of clarity on the most compelling benefit our brand offers our customers.

Innovation Development

Level – 3

The ability to (i) think differently to find big ideas that identify and anticipate customer needs encouraging intelligent risk taking and (ii) guide ideas from concept to reality creating significant value, managing risk and growing to a meaningful scale.

Customer Driven Strategy

Level – 4

An approach to long term planning that puts our customers at the heart of our strategic planning process focusing on what drives their brand choices and consumption patterns.

Game Planning

Level – 3

The ability to select those marketplace activities that will deliver our customer goals most effectively providing focus for our annual plans and turning today's goals into tomorrow's growth. Game Planning is the bridge between strategy and tactics.

Brand Value Creation

Level – 4

The ability to maximise value (Marginal Gross Profit) through the levers of 'revenue & cost' with a relentless focus on identifying the marketing elements that drive genuine customer value and those that don't.

Desirable:

- Some experience of brand management in the chilled category
- Some experience in food product development
- Experience of brand comms, media and activation planning.
- Understanding of the WS / FS, high street retail and convenience channels

HR use

Date of last review:

Job reference no:

Job level:

Job family:

TOGETHER



AMBITIOUS



DISTINCTIVE



TRUSTED