Brand Product Lead (L7)

YVO

Job description

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?
Snr Product Lead (Natural Wellness & growth)

Who do I look after?

Team size?
0

Responsibility for a budget?
Investment allocation to assigned Strategic Territory

Experience & Skills

Essential:

- Strong track record working on FMCG brands in the UK or other grocery sector.
- Proven experience in brand product management including strategic & tactical planning.
- Experience in writing and delivering annual plans.
- Comfortable using Circana, and Kantar

The purpose of your role

As the owner of a strategic territory, you will translate consumer, category and market opportunities into commercially successful propositions. Working with the Brand Product Manager, you will use portfolio performance and product knowledge to optimise existing products and shape future growth.

Responsible for the commercialisation of your assigned YVO strategic territory, you will lead the strategy, planning and creation of multi-year product plans including lifecycle management through cross functional leadership. Ensuring solutions are consumer led, commercially viable and operationally deliverable.

This will include taking validated concept platforms through to market launch, leading the proposition development, range architecture, product design and commercialisation through to the delivery of compelling retailer sell ins.

As a member of the YVO team you will inspire co-owners and galvanise support by regularly showcasing ambitious growth plans for your assigned Strategic Territory.

Your responsibilities:

- Understand and embrace our company purpose and work to ensure that all your work helps **Nurture & Nourish People & Planet**.
- Lead the development and implementation of the multi-year growth roadmap for your assigned strategic territory ensuring it is consumer, shopper, category and customer informed and rooted in insight.
- Lead the annual planning requirements for your area, outlining a clear vision, clearly articulated physical availability roadmap and using deep understanding of challenges, ops and jobs to be done to drive growth.
- Building a multi-year strategic territory plan that include existing product ranges and new range propositions that drive incremental growth for YVO.
- 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.

- 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

- Lead trade engagement for assigned territories and the creation of compelling selling stories and launch rationale. Collaborate with sales, category and shopper to deliver winning plan.
- Understand how your growth plan is translated into Retailer Account plans, and the NAMs strategy to win
- Measure and evaluate product performance including launched innovation and EPD projects and monthly core performance. Identify optimisation opportunities, recommend corrective actions.
- Recommend investment decisions through governance forums.
- Working closely with the Brand & Comms team to bring your assigned Strategic Territory to life and build brand equity through consumer experience.

What good looks like for this role

Insight Generation & Application
Work with the Insight & Category Innovation team to collect insights that inform brand strategic growth territory.

Brand & Product Positioning
Manage product proposition is executed within guidelines and range architecture. Reports on product performance to ensure alignment with positioning.

Goal Setting & Strategy Development
Contributes ideas and insights to product and portfolio strategy and develops growth territory plans that support overall brand portfolio goals.

Marketing **Planning & Delivery**
Develops strategic product and territory plans and recommends product mix or value propositions that support brand growth KPIs.

Measurement & Evaluation
Analyses and reports on product, portfolio and marketing effectiveness using measurement data and analytics.

Functional Knowledge
Requires specialised depth and breadth of expertise of brand product development process and knowledge of retailer EPOS and panel data.

Leadership
Lead or influence functional teams or projects with moderate resource requirements, risks and/or complexity.

Problem Solving
Leads or influences others to solve complex problems; uses sophisticated analytical thought to exercise judgement and identify innovative solutions.

I**mpact**
The achievement of customer, operational, project or services objectives companywide; work is guided by functional policies.

Inter-personal Skills
Communicates difficult concepts and negotiates with others to adopt a different point of view.

