

JOB DESCRIPTION

Job title: Category Marketing and Insight Manager

Location: Kings Lynn

Responsible to: Commercial Director UK

Responsible for: None

Overall Purpose/Objectives of Role:

To provide insight, analysis and recommendations to both internal and external customers which facilitate the profitable growth and development of Greenyard Frozen UK's product assortment and business. The UK Frozen Category Marketing Executive should be the "go to person" when either a customer or Greenyard UK are looking to conduct a range review or initiate new product development.

Main Objectives:

- Provide regular and timely market performance updates to the Greenyard UK commercial team using all available intelligence sources (e.g., Kantar, IRI, customer EPOS data, etc)
- In conjunction with the Greenyard UK NPD team keep abreast of trends and innovation within the UK food industry, and report significant or relevant findings back to the Greenyard UK commercial team.
- Get involved in the account planning process for Greenyard UK key accounts (alongside the Commercial Director and relevant Business Manager.) Key purpose is to provide market analysis and recommendations to shape the account plans.
- Work alongside the UK Business Managers to provide support when required at major customer presentations, both retail and food service.
- Build relationships with customers and provide recommendations to grow the customer's category through trends and data analysis.
- Oversee management of Greenyard owned UK brands (Growers Pride, Pinguin, etc)
- Become part of the pan European frozen marketing team headed up by Helena Gheysen which will involve regular attendance at marketing forum meetings, and European wide projects

PERSON SPECIFICATION

Job Title: UK Frozen Category Marketing Executive

Competency area	Essential	Desirable
Job Related Experience/ Skills	Numerically astute Outgoing, able to build strong relationships both internally and externally Willing to present and be heard in front of others. Able to get salient points across clearly	Experience of category management tasks & duties Experience of account management or similar Experience of customer and internal presentations
Personal Skills	Experience of using the full MS Office suite, with particular emphasis on Excel Presentation skills are key Working to deadlines, workload planning and multi-tasking Experience gained within a food service/ FMCG environment	Demonstrable knowledge and experience of SAP Degree Educated
Values	Excellent verbal, written and interpersonal skills Organised and efficient - have full responsibility for own admin output Commercial awareness Professional and courteous manner Resilient Confident Conscientious Self-motivation and driven A 'can do' and 'nothing is too much trouble' attitude Ambitious	Manage expectations of others, both internal and external
Other	Reliable Creative Entrepreneurial Passionate Sharing	Flexible – must be willing to travel and work out-of-hours when business demands Full driving licence

All employees must comply with Greenyard Frozen's Equal Opportunities & Dignity at Work Policy

These lists are not exhaustive and the job holder may be required to undertake other reasonable duties from time to time.

Greenyard Frozen UK Ltd reserves the right to revise this job description and person specification when necessary, following consultation with the post holder.

Name of Post-holder:

Signature:

Date: