JOB DESCRIPTION: BRAND MANAGER

November 2013

Roles & Responsibilities

Reports to: Senior Brand Manager

Reports: None

Location: Zetland House, 5-25 Scrutton Street, LONDON EC2A 4HJ

Commitment: Full-time, permanent

CAFÉDIRECT

- Over the last three years Cafédirect has won 15 Great Taste Awards
- In the UK, 12 people every second drink a cup of Cafédirect and do their bit to support a better way to do business
- Cafédirect is the UK's largest 100% Fairtrade hot drinks company – 100% of our products are 100% Fairtrade
- A fair price is not enough. We also give growers a share of our profit, over 50% to date. This is over and above Fairtrade
- Growers play a key role in every aspect of Cafédirect, from governance to product design. They have shares in the company and sit on the Board
- Cafédirect doesn't buy through trades or off a Fairtrade register. It buys directly from growers to give them the full price for their crop
- Cafédirect works with 39 producer organisations from 13 countries and positively impacts the lives of more than 1.8 million people

MISSION

We champion the work and passion of smallholder growers, delivering great tasting hot drinks to improve livelihoods, whilst pioneering new better ways of doing business

VISION

A rebalanced world which celebrates business as a force for good and measures success in the shared wellbeing of the communities it touches

BUSINESS SUCCESS MEASURES

Cafédirect has developed and works to its own Gold Standard, consistently setting the bar for ethical business leadership. We measure our success in terms of our social and environmental return as well as financial performance, setting transparent targets to track our delivery against our mission.

For more information see www.cafedirect.co.uk

OVERALL JOB PURPOSE

To work with the Senior Brand Manager and Commercial Team in the development and implementation of the product strategy for the coffee, tea and cocoa portfolios, ensuring we have the right marketing mix to drive brand equity and growth.

ROLES & RESPONSIBILITIES

Operational Brand Management

- Be the brand guardian to ensure the business is presenting the brand correctly in all areas;
- Track the key drivers of portfolio performance, including financials marketing KPIs and competitor performance, use insights to develop course correction plans as appropriate to ensure targets are met;
- Manage all elements of the Marketing Mix to maximise performance in market: product proposition, packaging, distribution (recommendations to sales team), price & promotions (with Strategic Insights Manager), product quality and format;.
- Lead the development and roll-out of the brand support package in the OOH sector and ensure the support materials support the brand positioning, acting as an ongoing marketing campaign for the brand;
- Lead the development of all POS that may be required across the categories;
- Work with the communication team to ensure the sales team have a toolkit of support items needed to sell the Cafédirect story and products successfully e.g. presentations, product information, and sales aids.

Innovation Management

- Spearhead NPD projects from initial identification of potential market opportunities to product launch. Identify need for and work with Strategic Insights Manager to commission ad hoc research to assess business opportunities;
- Ensure innovation opportunities are based on a sound understanding of the commercials, Gold Standard, supplier capability, the Grower process and consumer need;
- Use the Cafédirect innovation process to co-ordinate project approval and the launch process across the business. Responsibility includes commercial viability, project management, and developing of marketing mix for launch;
- Ensure current range stays one step ahead of its competitors as well as being relevant to consumer and customer through the key levers: taste, design and concept.

Strategy

- Work with the Senior Brand Manager in the ongoing development and implementation of the coffee, tea and cocoa portfolio plan to meet commercial objectives and consumer needs.
- Own and champion a consistent visual brand identity for Cafédirect across the business. Create a toolkit for people to use to protect the integrity of the branding;
- Consumer insight – develop an intuitive understanding of target consumer attitudes, behaviors and needs both now and in the future to feed into decision making. Use data from a variety of sources from market research, trends analysis, desk research, observation to build a holistic picture of the consumers life and in relation to the category;
- Customer – develop an understanding of the impact of customer and retailing developments on marketing and how these will affect the execution of product strategies in outlet. Develop an understanding of trade customer strategies in order to understand how Cafédirect products can build their agendas, as well as our own;
- Competitor - develop a comprehensive understanding of the coffee, tea and cocoa categories and the key competitors therein. Keep abreast of competitor actions, ensuring internal visibility of implications for Cafédirect.

Team

- Collaborate with and influence Sales and Supply Chain to co-ordinate their activities to deliver strategic and operating plan projects and objectives;

- As a member of the Commercial Team, actively contribute to the wider Cafédirect brand and commercial strategy**;**
- Lead, as assigned, cross-functional projects to successful conclusions;
- Contribute to a positive, open and fun team culture within Cafédirect.

PERSON SPECIFICATION

Essential Skills & Knowledge

- Brand and trade marketing experience in a 'blue chip' FMCG company;
- Commercial acumen essential; role will require analysing and generating financial documents;
- Evidence of product development experience and the bringing to market of initiatives, including briefing creative agencies and agency management as well as brand asset management;
- Experienced in packaging design and management with a keen eye on packaging excellence both in and out of the hot beverages market with an understanding of the drivers of aesthetics, positioning and taste;
- Good understanding of the UK Multiple Grocery sector and category data (i.e. Nielsen). Knowledge of other channels, such as Foodservice desirable;
- Experience of premium product marketing (hot beverage market desirable);
- Strong team working and project management skills combined with ability to work as part of a cross functional team;
- University degree or equivalent.

Personal Qualities

- Results oriented and driven, with a track record for delivering to plan;
- Flexibility to adapt quickly to changing circumstances. Able to proactively question and challenge to prioritise and identify solutions in timely manner;
- Clear and logical thinker with a strong numeric ability. Supported by a rounded commercial awareness;
- Curious in nature and always looking to question, learn, and look for better ways to do things;
- Relish working in a small company with a diverse and fast paced environment;
- Proactive, confident, coupled with strong verbal and presentation skills;
- Passionate about food and drink, bringing curiosity & creativity in how to engage with and communicate to consumers in the hot beverage sector;
- Excited about contributing to the delivery of the Cafédirect mission and vision;
- Personable, fun, team oriented.

CAFÉDIRECT BEHAVIOURS

- **Curious - -** We are eager to question, know and learn
- **Challenging -** we question ourselves and others to find a better way
- **Brave -** we fight for what we believe in
- **Optimistic -** we believe in our ability to succeed
- **Dynamic - w**e make change happen
- **Innovative -** we are forward thinking and original

A note about Job Descriptions at Cafédirect

Our Job Descriptions are not intended to be a complete detailed account of all activities. We're a small business operating in a fast-moving and competitive global environment and so we need employees to be flexible about their Roles and Responsibilities.

Job descriptions are reviewed at least once a year as part of the Performance Review.