



Brand Product Manager

Ubley

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?

Marketing Manager – Ubley

Who do I look after?

Team size?

0

Responsibility for a budget?

N/A

Experience & Skills

Essential:

- Experience working on FMCG brands in the UK or other grocery sector.
- Experience in B2B
- A good understanding of Marketing principles.
- Comfortable using insight platforms & data.
- Curiosity and continuous improvement mindset

The purpose of your role

As the foundation of Product and Portfolio expertise, you will manage the full product lifecycle, from insight generation and concept development through to launch, performance tracking and continuous improvement. You will provide insight and knowledge that enables better decisions and supports sustained brand growth.

Responsible for Ubley NPD and EPD projects across a diverse customer base including NHS hospitals, care homes, education settings, accommodation, catering operators and discount retail channels, this role is pivotal in delivering products that meet targeted nutritional requirements, customer needs and commercial objectives.

With support from the Ubley Marketing Manager, ensure solutions are consumer-led, commercially viable and operationally deliverable, you will contribute to strategy, planning and creation of the annual product plans, including lifecycle management for the Ubley Brand.

You will work closely with Product Development, Sales, Technical, Operations, Procurement and Supply Chain teams to ensure products remain relevant, competitive and profitable across all channels.

As a member of the Ubley team you will inspire co-owners by supporting the team to regularly showcase the ambitious product growth plans across the business.

Your responsibilities:

- Understand and embrace our company purpose and work to ensure that all your work helps **Nurture & Nourish People & Planet**.
- Interrogate performance data to understand Ubley brand performance drivers, and actions required and work closely with Category Team to monitor competitor activity, emerging trends and channel developments.
- Development and implementation of an insight driven 12-18m NPD and EPD roadmap for the brand from insight to launch and post-launch performance tracking and correction
- Manage channel specific product requirements including, proposition, packaging, claims and nutritionals across multiple channels, including:
 - NHS hospitals
 - Care homes
 - Schools and education catering
 - Student accommodation and contract catering
 - Discount retailers

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- Good presentation skills and experience of writing sell in decks.
- Involved in commissioning consumer research and writing agency briefs.
- Experience introducing new products to market
- Good communication skills both verbally and written.
- Good with numbers and strong analytical skills
- With minimal guidance, develop briefs for internal and external teams including research, product, pack design and comms/shopper.
- Collaborate with key stakeholders to define pack messaging hierarchy (including FOP and SOP communication requirements.) ensuring it clearly communicates proposition and consumer benefits, signpost drivers of purchase.
- Lead trade engagement for NPD and EPD and the creation of compelling sell-in stories and launch rationale. Collaborate with sales, category and shopper to deliver winning plan
- Act as the voice of the customer within the business, maintain strong understanding of NHS nutritional guidelines, healthcare and education catering requirements, and discount retail market dynamics. Gather insight from Business Development Manager to aid in pipeline development.
- Lead Ubley product planning and delivery cross functionally, collaborating with; sales teams on customer opportunities and tenders, Technical teams on specifications and compliance, Operations on manufacturing feasibility and efficiencies, Procurement on ingredient sourcing and cost management.

What good looks like for this role

Insight Generation & Application

Identifies opportunities for gathered product, category & shopper insight

Brand & Product Positioning

Assists in applying product positioning, guidelines and range architecture across the portfolio to protect product effectiveness.

Goal Setting & Strategy Development

Gathers market, category and shopper information to support the development of product and portfolio strategy and planning.

Marketing Planning & Delivery

Support the creation of product and territory plans by providing relevant market, category and performance information.

Measurement & Evaluation

Supports the collection and reporting of product and portfolio performance data.

Functional Knowledge

Requires in-depth conceptual and practical knowledge of brand product development process and knowledge of retailer EPOS and panel data.

Leadership

Act as a resource for the team, lead projects/teams with managing risks and resource required.

Problem Solving

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Solve complex problems; take a new perspective on existing solutions; exercise judgment based on the analysis of multiple sources of information.

Impact

A range of customer, operational, project or service activities within own team and other related teams/departments; works within broad guidelines and policies.

Inter-personal Skills

Explains difficult or sensitive information; works to build consensus.

HR use

Date of last review:

Job reference no:

Job level:

Job family:

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