



Brand Comms Lead - Tideford

Job description



The purpose of your role

The finer details

Which site am I based at?

Yeo Valley HQ

Which teams am a part of?

YVP Marketing

Who do I report to?

**Marketing Manager
TOF**

Who do I look after?

N/a

Team size?

N/a

Responsibility for a budget?

**Yes. Spend
management.**

In alignment with the agreed TOF Brand Strategy and working with the Marketing Manager for Tideford Organics (TOF), you will contribute to the planning and lead the delivery of a multi-year communication & media plan that it is consistent, effective and drives mental availability for TOF. You will lead the owned and earned media plan for TOF with a focus on content creation and building a ToF community.

Furthermore, you will help inspire our co-owners, customers, external partners and agencies on TOF's core purpose, positioning and ambitions.

Your responsibilities:

- ♥ Contribute to the planning and lead the implementation of the annual communication plans to drive mental availability for the TOF brand. Ensure plans are aligned to the TOF Brand Strategy.
- ♥ Support the Marketing Manager on the communication strategy development and lead on best practise approach to specific areas such as a digital strategy.
- ♥ Ensure all TOF communication and media briefs are anchored by key elements of the brand strategy with clear KPIs that ladder up to our brand objectives.
- ♥ Manage the ToF social media channels and website including the development of ToF social media strategy, dedicated content calendars per channel, social campaign development and implementation.
- ♥ As a consumer journey champion, work closely with the Marketing Manager and agencies to create and deliver a suite of impactful assets, aligned to the Brand Strategy and growth ambitions. Ensure key messages are insight based and will drive positive behaviour and ensure outputs are on time and in full.
- ♥ Manage the end consumer facing CRM system for ToF consumer from consumer acquisition through to retention (including complaints and enquiries)
- ♥ Collaborate with the Marketing Manager and Shopper team, to ensure the TOF Communication plans from ATL, BTL, and Shopper are consistent and timely to maximise through the line impact.
- ♥ Manage and track the marketing spend allocated to the TOF communication plans, to ensure spend is on budget and to always seek to optimise for maximise effectiveness.

Experience & Skills

Essential:

- ♥ Experience in Consumer Brand Communication
- ♥ Digital marketing
- ♥ Creative development
- ♥ Social Media marketing
- ♥ Content Marketing
- ♥ Email marketing
- ♥ Agency relations
- ♥ CRM
- ♥ KPI management
- ♥ Budget management

Desirable:

- ♥ Affiliate Marketing
- ♥ SEO



- ♥ In collaboration with the Marketing Manager and Brand Insights BP, review the effectiveness of campaigns and owned media content to feed into ongoing brand plan development.
- ♥ Monitor Comms and Media Consumption trends as well as competitor activities, spend and share of voice within the market.
- ♥ Develop and maintain strong relationships with our chosen agencies, creating long term partnerships to optimise plans.

What good looks like for this role

Job Functional Knowledge

Requires in-depth conceptual knowledge in own job discipline and basic knowledge of related job disciplines

Leadership

Acts as a resource for colleagues with less experience, may lead small projects and / or teams with manageable risks and resource requirements.

Business Expertise

Has knowledge of best practices and how own area integrates with others; is aware of the competition and the factors that differentiate them in the market.

Problem Solving

Solves complex problems; takes a new perspective on existing solutions; exercises judgment based on the analysis of multiple sources of information.

Impact

Impacts a range of customer, operational, project or service activities within own team and other related teams; works within broad guidelines and policies

Interpersonal Skill

Explains difficult or sensitive information; works to build consensus

HR use

Date of last review:

Job reference no:

Job level:

Job family: