Snr Brand Product Lead

YVO

Job description

The purpose of your role

As Senior Product Lead, Natural Wellness & Growth Platforms, you will define the future growth agenda for Yeo Valley Organic by identifying where the brand should play to unlock long-term incremental growth.

You will own the Natural Wellness strategic territory, translating consumer, category and cultural insight into a clear 3-5 year growth roadmap spanning core expansion, adjacent opportunities and future growth platforms. Working cross-functionally, you will identify emerging consumer needs, define white space opportunities, develop portfolio architecture recommendations and prioritise investment opportunities to maximise long-term value creation.

As the strategic lead for Natural Wellness, you will provide leadership and coaching to the Product Lead for Natural Wellness. Ensuring innovation plans are connected to long-term portfolio strategy and future growth opportunities. You will work closely with Brand & Comms, Insight, Category Innovation, Technical, Sales and Category teams to create compelling growth platforms that are consumer-led, commercially attractive and operationally deliverable.

As a senior member of the Portfolio & Product team, you will support the Senior Portfolio Growth Manager in portfolio strategy development and strengthen strategic capability across the team.

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 strategic territories, ensuring it is consumer, shopper, category and customer informed and rooted in insight.
- Provide line management, coaching and development for the Natural Wellness Product Lead, ensuring strong alignment between the long-term growth roadmap and innovation pipeline delivery.
- Building a multi-year strategic territory plan that focuses on Natural Wellness and new white space opportunities and new range propositions that drive incremental growth for YVO.
- Lead future white space innovation 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.

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 Portfolio Growth Manager

Who do I look after?

Brand Product Lead

Team size?

1

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.
- Extensive experience successfully launching insight led white space innovation to market
- Extensive experience driving brand growth across multiple food categories.

- Proven experience in brand product management including strategic planning.
- Strong experience using Circana, Kantar and retailer insight platforms
- Ability to successfully translate data into insight and actions.
- Innovation mindset, curiosity and continuous improvement mindset
- Accomplished at building compelling sell in stories and presentation skills.
- Experience in commissioning consumer research and writing strong agency briefs.
- Strong influencer, networker & leadership skills
- Strong communicator with persuasion skills
- Strong commercial acumen.

- Lead the development of briefs for internal and external teams including research, product, pack design and comms/shopper.
- Ensure new range positionings are distinctive and differentiated versus competition across all white space opportunities. 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 claims requirements.
- Working closely with the Brand & Comms team to bring your assigned Strategic Territory to life and build brand equity through consumer experience.
- 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
- Oversee performance trackers for innovation and EPD projects, recommending course correct action plans.
- Lead on business case development where applicable and recommend investment decisions through governance forums
- Develop portfolio architecture recommendations and prioritise growth opportunities based on consumer demand, strategic fit and commercial potential.

What good looks like for this role

Insight Generation & Application
Manage insight related projects and support systems framework to inform future innovation.

Brand & Product Positioning
Ensures product strategy aligns with commercial goals and uses performance insights to inform future portfolio activity.

Goal Setting & Strategy Development
Synthesis information from multiple sources to build product and portfolio strategy and develops commercially viable product pipelines aligned to brand KPIs.

Marketing Planning & Delivery
Leads development of annual product and portfolio plans for the brand and gain cross functional senior alignment to deliver branded consumer value propositions and product mix optimisation.

Measurement & Evaluation
Evaluates product and portfolio activity and recommends improvements using performance insights.

Functional Knowledge

Regarded as the technical expert within the business. Requires in-depth and breadth of expertise in brand product development process, knowledge of retailer EPOS and panel data and broad knowledge of other job disciplines within the business function.

Leadership
Leads highly visible multi-disciplinary project teams and/or initiatives, provides thought leadership.

Problem Solving
Solves unique problems with broad impact on the business; requires conceptual and innovative thinking to develop solutions.

I**mpact**
The direction and resource allocation for program, project or service business wide; works within general functional policies and industry guidelines.

Inter-personal Skills
Communicates complex ideas, anticipates potential objections and persuades others, often at senior levels to adopt a different point of view.

HR use

Date of last review: Job reference no: Job level:

Job family: