



# YVO Marketing Assistant

## 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?

Head of Brand - YVO

Who do I look after?

n/a

Team size?

n/a

Responsibility for a budget?

n/a

### Experience & Qualities

#### Essential:

- Qualification linked to business and/ or marketing.
- A genuine interest in business, marketing, food & sustainability.
- Strong ability in planning, organising, with attention to detail.
- Highly numerate, good presentation skills and a confident communicator both verbally and in written form

### The purpose of your role

Working in collaboration with the YVO Marketing team, you will coordinate and support the delivery of a variety of marketing activities that will create value for our consumers and customers, helping to grow demand for Yeo Valley Organic.

This is a pivotal role that will increase delivery effectiveness across the whole team, through strong organisation skills and the centralisation of core tasks.

You will help energise and inspire our co-owners and external partners on YVO's purpose and ambitions, working with the team to bring the YVO brand to life with consistency and distinctiveness, internally and externally.

#### Your responsibilities:

- **Market Research:** Coordinate and support the team's research needs ranging from market audits, benchmarking, trends analysis and desk research.
- **Performance Monitoring:** Support the collation & analysis of stimulus from a variety of market data sources as briefed by the Brand Managers and other team members. Maintain and update performance trackers.
- **Presentation Support:** Creation of marketing presentations and one pagers to support brand marketing plans.
- **Co-ordination:**
  - As part of the trade experience coordinate branded collateral to bring our products to life for our customers & retail partners.
  - Organise new product and merchandising samples requirements. This will include packaging mock ups, individual samples through to press and influencer packs.
  - launch planning check lists to support the brilliant basics across key launches.
  - Ad hoc Marketing projects that support brand growth and sustainability credentials. Oversee from kick off to delivery, identifying the right people and processes to ensure it is delivered on time, on budget.
- **Administrative support:** Support with core activities including maintenance of purchase orders, team meetings and event logistics.

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- A creative mindset and strong analytical skills to interpret data.
- A self-starter that has energy, drive and a desire to learn.
- A strong team player with good collaboration skills.

- Support on ways of working and share learnings with Tideford and Ubley teams where synergies are applicable.
- Understand and embrace our company purpose and work to ensure that your work helps to **Nurture & Nourish People & Planet.**

## What good looks like for this role

### **Insight Generation**

Level – 1

The ability to lead projects by coordinating individuals and resources through a process that delivers on time and within budget.

### **Insight Generation**

Level – 1

The ability to identify powerful customer insights that can be applied to create actionable change and drive brand growth.

### **Brand Positioning**

Level – 1

The ability to understand our brand, our customer, and the market to allow development of an articulate positioning statement with clear consumer benefits.

### **Goal Setting and Strategy Development**

Level – 1

The ability to (i) participate in setting 12-18month objectives and key results for allocated portfolios and ii) Contributes information and ideas that puts our customers and consumers at the heart of our strategic planning process.

### **Marketing planning and Delivery**

Level – 1

The ability to select those marketplace activities that will deliver our customer goals most effectively providing focus for our annual plans and turning today's goals into tomorrow's growth.

### **Measurement and Evaluation**

Level – 2

The ability to identify appropriate metrics and ensuring all marketing activities support the goal and objectives with ongoing identification of optimisation and improvements.

HR use

Date of last review:

Job reference no:

Job level:

Job family:

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