Brand Product Manager

YVO

Job description

The purpose of your role

As the foundation of Product and Portfolio expertise, you will build in-depth and practical knowledge of product performance, portfolio dynamics and EPD opportunities. You will provide insight and knowledge that enables better decisions and supports sustained brand growth.

Responsible for leading assigned YVO EPD and NPD projects from insight through to market launch. You will develop propositions, product design, commercialisation and retailer sell-in plans, ensuring projects strengthen the overall portfolio strategy and range architecture. With minimal guidance, ensure solutions are consumer-led, commercially viable and operationally deliverable. You will contribute to strategy, planning and creation of the wider annual product plans, including lifecycle management for the Yeo Valley Organic Brand.

As a member of the YVO 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, EPOS and panel data to understand YVO brand performance drivers, identifying opportunities, risks and actions required.
- Support the development and implementation of the 12-18 month product roadmap for your assigned range, ensuring plans are consumer, shopper, category and customer informed and rooted in insight.
- Support annual portfolio planning through performance analysis, range reviews and recommendations to improve portfolio performance and physical availability.
- Lead EPD innovation projects across the full portfolio from insight to launch.
- Support the development and delivery of validated consumer propositions through project execution, commercialisation and launch planning.
- With minimal guidance, develop briefs for internal and external teams including research, product, pack design and comms/shopper.
- Work with the Senior Portfolio Growth Manager to ensure range positioning is distinctive and differentiated versus competitors.
- Collaborate with key stakeholders to define pack messaging hierarchy (including FOP and SOP communication requirements), ensuring communications clearly articulate the proposition, consumer benefits and key drivers of purchase.

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?

Team size?

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Responsibility for a budget?

Na

Experience & Skills

Essential:

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

- 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

- Support the development and delivery of product claims and communication requirements with technical, legal and product development teams.
- Support portfolio reviews by identifying range performance trends, optimisation opportunities and portfolio gaps.
- Lead trade engagement for assigned projects and create compelling selling stories and launch rationales.
- Collaborate with Sales, Category and Shopper teams to deliver winning launch plans.
- Set up performance trackers where required to review innovation and EPD projects. Identify optimisation opportunities, recommend corrective actions.
- Provide analysis, recommendations and project updates to support investment decisions through governance forums.

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

I**mpact**
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: