



## VACANCY – Brand Manager

We have an exciting opportunity for an experienced, full time Brand Manager to join our Marketing team. Our product standards are high, as are our people standards! We are looking for someone who has some experience in a marketing role, ideally with retail or FMCG, and has experience of managing trade and consumer campaigns across multiple channels. Our salary and benefits offering is very attractive, further details of which are provided below.

The main responsibilities of this role will be to support the Head of Marketing with the organisations marketing activities and oversee the development and delivery of a fully integrated marketing strategy for the brands in the given portfolio. Such activities will include, but are not limited to communication campaigns, events, digital marketing, PR and product development programs (short and long range), and which are targeted towards existing and new customers.

Other aspects of the role will include:

- Develop strategies for the development of the brands in brand portfolio, their specific positioning and the nurturing and development of the brand equity
- Co-ordinate all aspects of the Marketing mix, developing and executing branded marketing plans
- Liaise and manage external agency partners, ensuring successful delivery against agreed KPIs
- Manage brand marketing budget and demonstrate return on investment (ROI)
- Work closely with internal Sales function to understand customer issues and challenges and develop strategies to address
- Project manage new product launches
- Manage and track day to day brand revenue and margin to identify issues and develop plans to address
- Manage and recommend price promotions and point of sale (POS) activation projects
- Analyse market and consumer data to inform plans

We are looking for the following skills and attributes in our successful candidate:

- Excellent interpersonal, communication and presentation skills
- Detailed knowledge of MS Office tools
- Confident, determined and driven; a 'can do' attitude
- Exceptional organisation skills are a must
- Excellent written English skills
- Attention to detail
- Be self-motivated and able to work on own initiative
- A team player with the ability to lead cross functional projects.
- Willingness to live and breathe our Company values.

This role will report into the Head of Marketing at the Company's premises in Southwick, Sunderland. The role is considered an office-based position however an element of home working may be considered for the right candidate.

We appreciate that many candidates like to know exactly what salary is on offer, but our Company policy is to exclude this information from our adverts. Don't let this put you off from applying – our offering is competitive!

We also think our benefits are pretty good too! These include:

- Life insurance
- Health insurance
- Company events
- Company pension
- Employee discounts of Company product
- Employee referral scheme
- Employee of the month scheme
- Employee of the year scheme
- Enhanced sick pay
- Cycle to work initiatives
- Long service awards
- Annual leave of 23 days plus your birthday off!

We are aiming to close our search by 13 August 2021. Interested applicants must submit an up-to-date CV to [hr@clearlydrinks.co.uk](mailto:hr@clearlydrinks.co.uk). Right to Work checks will be carried out on applicants before any offers are made. Clearly Drinks processes your personal data for the purposes of employment in accordance with our Internal Privacy policy.