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| Job Title: **Product Marketing Manager** | Current Job Holder(s): N/A |
| Department: **Marketing & Communications** | Date Created/Amended By: **Feb 24/HM** |

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| **DEPARTMENT DESCRIPTION**  The primary role of the Marketing and Communications department is to deliver marketing support and expertise to the independent Consultant network.  Utilising a joint sales and marketing plan, this drives Consultants to build their business through dieter acquisition and Consultant recruitment, whilst raising awareness and consideration of the brand. Leading marketing and direct sales principles are delivered across all channels and touchpoints to grow and maintain the sales and business growth metrics.  The department is also responsible for providing marketing support to international distributors and delivering an internal communications plan to all employee stakeholders. |

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| **JOB PURPOSE**  Develop and execute product marketing strategies, manage product portfolios, and drive growth through effective marketing campaigns and product launches. |

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| **RESOURCES MANAGEMENT**  **Management responsibility for**: N/A  **Reports to:** Senior Marketing Manager  **Budgetary/financial framework:** N/A |

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| **KEY RESPONSIBILITIES**   * Develop and execute product marketing strategies to drive awareness, demand, and adoption of products within assigned categories. * Conduct market research and analysis to identify customer needs, market trends, and competitive landscape, informing product development and marketing strategies. * Collaborate with cross-functional teams, including product development, sales, and marketing, to define product positioning, messaging, and go-to-market strategies. * Lead product launches, including developing launch plans, creating marketing collateral, and coordinating cross-functional activities to ensure successful product introductions. * Analyse product performance metrics, including sales data, customer feedback, and market trends, to optimise product portfolios and identify growth opportunities. * Develop tactical product marketing initiatives (pricing, promotions, etc) to support commercial targets. * Partner with Marketing Activation and Digital Marketing Managers on developing the content calendar plan and creation for all channels. * Collaborate with and brief the design team and digital content creator/videographer to create impactful product marketing content for all marketing channels. * Develop and maintain strong relationships with key stakeholders, including New Product Development, Technical and Supply Chain teams, to drive category growth and achieve business objectives. * Stay up-to-date with industry trends, market developments, and competitor activities, providing insights and recommendations to inform strategic decisions. * Undertake other duties and tasks that from time to time may be allocated to the jobholder that are appropriate to the grade of the job * Comply with all relevant internal rules, policy and procedures, including those relating to Health and Safety, Data Protection etc, and all those contained within the issued Employee Handbook. * You are responsible for effectively implementing communicating and maintaining a foosafety culture that supports the realisation of safe product as outlined within the FSSC22000 * You must ensure all activities relating to food safety management system are adequately resourced and that all personnel carrying out activities that have an impact on food safety are adequately trained and competent * You must also ensure conformance to the company’s food safety policy at all times champion good manufacturing practices and behaviour’s and ensure all designated food safety objectives are realised * Promote and demonstrate the company’s core values and behaviours |

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| **MAIN JOB REQUIREMENTS**  **Education/Qualifications/Training:**  **Specific Experience:**  **Required**   * At least three years’ experience in product marketing * Proven record of successfully managing product lifecycles from concept to commercialisation * Proven track record in creating and managing successful product marketing campaigns across various channels, including digital and social media.   **Desirable**   * Food/FMCG category experience * Interest in health, wellness and/or weight management   **Abilities/Skills/Knowledge:**   * Excellent organisation and project management skills with the ability to partner with cross-functional teams and drive results in a fast-paced environment * Strategic thinker with the ability to analyse market trends, interpret data, identify opportunities, and develop actionable plans * Strong communication, presentation, and interpersonal skills with the ability to influence stakeholders at all levels * Results-oriented mindset with a focus on driving revenue growth, profitability, and customer satisfaction. * Ability to adapt to changing priorities and commercial requirements * Be creative and bring new ideas to the role |