

Job Description

Job Title NPD and Marketing Manager

Reports to:

Managing Director

Line reporting responsibilities:

Seasonal NPD Co-ordinator and Graphic Designer

Liaises with:

Managing Director, National sales Manager / sales force, internal sales teams, Operations manager, Supply chain manager, Packing Hall manager, Production feed, Seasonal Packing manager, Technical manager

Based: Wetherby, but working and travelling nationally. Hours as required.

Key Objectives:

To work closely with the Managing Director to assess commercial priorities and set the strategic direction for innovation/ NPD across the business.

Ensure that the business is up to date with relevant trends and that these are cascaded and plans created to implement where relevant.

Drive innovation and product development to deliver newness and incremental sales, inputting into strategic brand plans.

Ensure all new products are developed to the required quality standards and land on time as part of agreed activity

To specifically work to identify new markets and to then develop product offerings aimed at exploiting those new markets

Summary of responsibilities

- Identifies and ranks opportunities in line with agreed strategic plan in the areas of:
 - New products / product ranges for new markets
 - New product / product ranges for existing markets
 - Re-freshens existing ranges
 - Developing alternative offerings to meet market demand (e.g. Palm oil free, greener, more sustainable, etc)

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- Liaising across the business and particularly with the sales teams and operational teams to ensure all NPD dovetails to meet both our customers' requirements, as well as being operationally practical
- Is fully conversant with both market developments and competitors' ranges, to ensure our offering is always developing in the right strategic direction resulting in Bon Bon's maintaining a market leading range
- Oversees and develops online presence in line with Bon Bon's strategic objectives
- Takes a hands-on approach with both current and new suppliers in order to re-fresh current ranges and to develop new ones
- Works closely with sales team and Graphic Designer (G.D.) to maintain and develop the Bon Bon's Brand within the market place and develop new products / ranges and literature that fit with that Brand identity
- Travels nationally to attend trade exhibitions and accompany field sales force in order to stay fully immersed in our markets. Develops an innate understanding of our specific customer types, and understands their objectives, their challenges and evolving trends.
- Travels nationally to meet both current and potential suppliers in order to manage day-to-day issues and develop new products / range
- Meets with major customer groups when required in order to manage specific projects / opportunities
- Oversees the creation / building of our own exhibition stands in line with strategic plan, current NPD and then liaises with the National Field Sales Manager regarding day-to-day manning and objectives
- Understands the role of own-label within the Strategic plan, how it fits within each range and develops in line with operational practicalities
- Oversees annual "Seasonal plan" and manages Seasonal NPD Co-ordinator and G.D. in line with annual objectives.
- Recruits, trains and motivates additional resource as and when required in line with strategic plan
- Liaises with operational teams re practicality of managing existing ranges as well as in developing new ranges
- Liaises with Technical Manager and is fully conversant in current labelling legislation and how it impacts on NPD

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- Develops in conjunction with Seasonal Co-ordinator the systems and processes that allow NPD to be effectively introduced into the business, liaising with all departments and ensuring that it also fits within our SALSA accreditation scheme
- Liaises with sales team to agree volumes and forecasts and manages and conflict between those forecasts and supplier MOQ's
- Tracks, interprets and shares data on both new and existing product ranges in order to maximise sales and distribution opportunities, as well as informing as to success of NPD launches
- Works with packaging suppliers and print houses to ensure the seamless on-going supply of packaging and print, whilst identifying future trends and opportunities

Person Specification:

- Creative thinking and ability to convert insight / trends into finished products
- Strong project management / organisational skills
- Strong decision making skills
- Has a strong background in NPD and marketing
- Understands our market place both suppliers and customers. Ideally from a "Fine food" market or confectionery background.
- Someone who is comfortable working with both the strategic / big picture, as well as being able to simultaneously deal with the detail and the practical delivery of new products and solutions
- A strong communicator who can sell the wider vision and opportunities both internally and externally to current and future partners
- Someone who is able to drive change and development and manage conflicting priorities
- Is well versed in dealing with Suppliers, agreeing standards and holding suppliers to account
- An experienced man manager who can inspire and lead with authority. Has the ability to **communicate, instruct, coach and develop team members**. A confident and assertive speaker & writer who is able to convey requirements, ideas and standards clearly and concisely.
- **An ambassador of company vision and values.** "Outperforms the norm" both in their own personal values, performance and attitude to work. Understands and recognises the importance that their own actions have on the performance of the team.

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Time Specification:

- 25%** Travelling nationally seeing suppliers, customers and visiting exhibitions
- 25%** Liaising across internal departments developing new systems and processes, managing day-to-day issues, managing conflicting priorities and implementing / bedding in recent / current NPD initiatives
- 25%** Creative sessions with suppliers, G.D. and Seasonal NPD Co-ordinator identifying / creating new ranges and supporting literature
- 25%** Project driven, including the creation of our own exhibitions stands, internal meetings, presentations, selling a vision internally and externally, understanding M.D.'s objectives and time scales, data gathering, and managing specific NPD projects.