



JOB TITLE: Commercial and Marketing Support Executive

Objective

- To provide general support to the Sales, Marketing and NPD functions of the business during key R&D projects.

Main Tasks & Responsibilities

Support to the Sales team

- Compile Monthly Customer Sales reports
- Utilise Customer Information systems (Retail Link/Tesco Link/Horizon/MSD) to produce:
 - Customer JBP Sales & forecasting
 - Monthly/Quarterly Customer KPI reports (Avail/Waste)
 - Adhoc Store/Product level reports

Market Research:

- Conducting store visits- gathering quantitative and qualitative information on products in key retail categories.
- Creating analysis on product ranges and sales data - then presenting these in excel and PowerPoint formats.
- Conduct consumer analysis to identify target customers, ascertain the needs of these customers, and ensure product development satisfies these needs.

General Marketing Support:

- Support the day to day delivery of the Brand Awareness Strategy as it is implemented through various mediums, amongst other tasks this includes:
 - Creating website editorial and social media content in line with key seasonal events then utilizing these to create maximum engagement with our consumers.
 - Assisting in development of existing social media accounts as well as the creation and launch of new ones.
 - Carrying key messages “through the line” to ensure a fully integrated campaign is clearly delivered to consumers.
 - Supporting PR events to drive brand awareness

New product Development Support:

- Support the day to day delivery of a research, concept and launch project in new product categories.

Location & Equipment

- This is a site based role, although some occasional travel may be required
- Company laptop will be provided.

Candidate Criteria & Qualifications

1. Competency & Skills

- **Communication:** Can communicate and articulate themselves clearly, both in person, and all medium of communication, both internally and in customer situations
- **Organisation:** Can demonstrate strong organisational skills
- **IT systems:** Good Knowledge of Microsoft Excel and PowerPoint is essential.
- **Standards:** Demonstrates an understanding of the need for attention to detail and accuracy, & speed of response to requests.
- **Qualifications:** Post-Grad Calibre desirably having studied marketing, food or business studies.
- **Languages:** Some appreciation of the Welsh language is desirable

3. Personal Attributes

- Ability to work on own initiative
- Thorough and conscientious with an eye for detail.
- Ability to work under pressure and achieve deadlines.
- Flexibility with regards to hours and travel

Company Overview

We are a supplier of high quality, multiple award winning Branded convenience meat products to both the retail, food service & manufacturing sectors in North & South Wales. We are a well-established business spanning 32 years, and have built a strong Brand & reputation for quality products produced to a consistently high standard. We also operate an award-winning artisan butchers shop in the castle town of Conwy which acts as the cornerstone of our brand.

We have enjoyed 7 years of growth, particularly due to increased demand from the retail sector. We have invested in the expansion of production capacity and have strengthened our marketing, technical and product development team. Our recent strong performance has resulted in an immediate need to support the increased level of business. Our intention is to improve the level of focus on our current customer base and to deliver further new business growth through category development.

This role will provide experience within a fast moving & professional business with existing high standards. Suiting someone with ambitions to pursue a career within a Commercial, Marketing, or Product Development Role, we will provide the successful candidate with a rare insight into the FMCG & food industry working within an experienced team.