

## JOB ADVERTISEMENT

<b>Job Title:</b>	<b>Brand Manager</b>
<b>Department:</b>	<b>Commercial</b>
<b>Location:</b>	<b>Belfast</b>
<b>Reporting To:</b>	<b>Commercial Director</b>
<b>Package</b>	<b>Competitive salary (depending on age and experience )</b>

### Mission Statement

*“Our mission is to be the most trusted FMCG Brand Builder and Distribution Partner passionate about unleashing the potential of our Customers, Colleagues, and Brands.”*

**COMPANY BACKGROUND:**

GM Marketing Limited is a leading FMCG sales and distribution company, on the island of Ireland and UK mainland. We are a progressive team who have been leaving an individual stamp on the distribution scene since 1999.

We pride ourselves in Taking Products Places and specialise in selling and distributing leading Grocery, Pharmacy and Foodservice brands. Working with global brands such as Fox’s Biscuits, Tilda Rice, Nando’s sauces, HIPP Baby Food, Filippo Berio and our award winning Free’ist brand, we distribute through a highly effective and well established network to retailers and wholesalers throughout Ireland and the UK.

We Our success is achieved through our market intelligence, our people, their passion and the relationships they create and maintain.

**PRIMARY PURPOSE OF THE ROLE:**

Develop and execute best in class Trade & Consumer marketing programmes that drive volume and value. This is a new position, focused on the development of GM’s own brand portfolio.

You will join a successful results driven commercial team with a great culture, where our values shape us.

This is a great opportunity for someone looking to develop further their Marketing career within a progressive and dynamic company.

**MAJOR RESPONSIBILITIES:**

- Assist with the preparation of the annual brand plan in cooperation with the Commercial Director.
- Ensure brands are consistently presented in-line with their strategy through Trade & Consumer activations.
- Implement 'gold – standard' trade marketing activity via agreed plans, and ensure all POS and campaigns are delivered on time and to the correct specification
- Execute engaging consumer marketing campaigns to create a lasting consumer engagement. Take full responsibility for the execution of all consumer campaign delivery, including Sampling, Digital, OOH and Print.
- Control budgets for each brand and liaise with internal departments to ensure budget reporting is accurate.
- Manage all external agency partnerships – ensuring execution is delivered within budget and on time.
- Lead and promote internal communication.
- Develop and present Consumer Marketing presentations at sales meetings, to motivate and align sales team with Consumer Marketing plans.
- Design and execute social media activities, where applicable.
- Collect, evaluate & report marketing activities of own and competitor's brands.
- Be continuously alert to changes, issues and opportunities in the market; evaluating & recommending solutions and implementing agreed changes to plans to optimise return.
- Build sound and beneficial relationships on behalf of the company

**EXPERIENCE & QUALIFICATION REQUIREMENT:**

- Bachelor's degree/Post Graduate Degree.
- +3yrs in brand experience in an FMCG environment.
- Experience of project & event management.
- Proven experience of executing full marketing-mix plans for premium brands.
- A good understanding of the Irish and UK retail landscape.

**TO BE SUCCESSFUL IN THIS ROLE, YOU NEED TO BE:**

- An excellent communicator with strong presentations skills
- A team player that is action-orientated, persistent and results driven
- A solid planner with exceptional organisation skills
- A confident person who is consistently reliable in delivery

**PACKAGE:**

- Competitive salary plus bonus (negotiable depending on experience)