

BRAND MANAGER - EXPORT MARKETS

Flahavan's are market leaders in the hot oats category, with one of Ireland's favourite brands. We continue to lead our market through brand development and innovation. As part of our Export brand strategy we are seeking a candidate to help us deliver our ambitious growth plans.

Flahavans brand is exported to over 20 countries worldwide, with principle markets being UK, USA, South Korea and a number of other emerging markets that show high potential. As Brand Manager (Export Markets), you will play a key role in helping drive awareness and growth in these markets.

You will be responsible for the development of the Flahavan's brand in line with agreed export objectives. This entails the planning and implementation of annual marketing plans and will involve you in areas such as PR and Digital plans, Trade Shows and other Events, Packaging Design and Development, Promotional Activity, and working closely with our nominated distributors in each market.

DUTIES & RESPONSIBILITIES:

Responsibilities associated with this role include, but are not limited to the following:

- Brand Plans: Develop and implement Brand Plans for mature and emerging Export markets, in line with the strategic goals of the business.
- PR, Sponsorship, Sampling Activity and Digital Plans: Lead in the implementation of our communications, digital plans and manage agency relationships.
- Distributors and Key Retail Accounts: Work closely with the International Business Development Manager and Distributor marketing and sales teams.
- Trade Shows and Trade Events: There are a number of International Trade Events that Flahavan's attend each year which include – USA (The New York and San Francisco Fancy Food Shows), Middle East (Gulffood), Germany (BioFach and Anuga), and others from time to time (SIAL etc). The role will lead in the preparation and management of our participation at these International Trade Shows. Attend trade shows as part of the team.
- Research: Evaluate Export market research needs and commission as required. Provide insights.
- Third Party Relationships: Manage and develop third party relationships with key agencies.
- Website: Lead in the redevelopment of the Export Markets component of the Flahavans website
- New Market launches: Working closely with the International Business Development Manager, develop and present for approval assessments of new markets and customers for successful brand launches.
- Packaging and New Product Development: Lead in the development of Export packaging and the development and implementation of Export NPD Launch Plans.
- Control of market development expenditure: Report and control to the agreed level of market development expenditure for the International business portfolio.

EXPERIENCE AND SKILLS REQUIRED:

- Degree level qualification.
- 3+ Years' experience in Brand Management, preferably in Export markets.
- Proven track record in consumer marketing, experience of executing campaigns.
- Excellent communication skills both internal and external to the company

- Self-motivated, a self-starter with strong initiative.
- Experience of managing PR Agencies. Excellent understanding of digital and social media and how to utilise.
- Experience of briefing and working closely with Design, Website and Research agencies would be beneficial.
- Experience of working with Distributors and agents in export markets.
- Ability to manage detail required for strong execution.
- Strong IT and Microsoft skills - Excel, Powerpoint, Word etc.

This full-time position will be based at our offices in Kilmacthomas, Co. Waterford, with frequent travel to the UK, USA and other markets. The role will report to the Sales and Marketing Director.

This role will offer an attractive salary and benefits package in a vibrant, forward thinking company dedicated to its customers and employees.

Please provide a CV with cover letter outlining why you would be suitable for the role to:

Email: hr@flahavans.ie

Post: Human Resources Department, E. Flahavan & Sons Ltd., Kilnagrange Mills, Kilmacthomas, Co. Waterford, X42 N235, Ireland.

CLOSING DATE FOR APPLICATIONS IS FRIDAY 11th JANUARY 2019.