

## **FLAHAVANS - BRAND MANAGER - IRISH MARKET (ROI)**

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 Republic of Ireland (ROI) market brand strategy we are seeking candidates to help us deliver our ambitious growth plans.

As Brand Manager, you will be responsible for the development of the Flahavan's brand in line with agreed objectives for the domestic retail and foodservice markets. This entails the planning and implementation of annual marketing plans and will involve you in areas such as PR, Advertising, Sponsorships, Packaging Design, Promotional Activity, Event Management and optimising the company's Digital marketing strategy.

### DUTIES & RESPONSIBILITIES:

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

- ROI Brand Plans: Develop and implement the ROI Brand Plans, in line with the strategic goals of the business.
- Advertising, PR and Digital Plans: Lead in the implementation of our communications and manage agency relationships.
- Research: Understand trends affecting our brand performance and provide insights.
- ROI Key Accounts: Work closely with NAM and Sales team.
- Website Redevelopment: Lead in the redevelopment of the Flahavans website.
- Event Management & Sponsorship: Evaluate and lead in our participation.
- New Product Development: Lead in the development of NPD packaging and implementation of NPD Launch Plans.
- Foodservice Brand Plan – Working closely with the Foodservice Business development manager, develop and implement the ROI Foodservice Brand plan.
- Control of market development expenditure: Report and control to the agreed level of market development expenditure for the Domestic business portfolio.

### EXPERIENCE AND SKILLS REQUIRED:

- Degree level qualification.
- 3+ Years' experience in Brand Management, in the FMCG sales sector.
- Proven track record in consumer marketing, experience of executing campaigns.
- Excellent communication skills both internal and external to the company.
- A self-motivated, 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.
- Good understanding of Category Management and knowledge of Irish grocery channels.
- 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 within Ireland and occasional travel outside of Ireland. 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.

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

**Email:** [hr@flahavans.ie](mailto: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.**