

Name:

Department (and Section where appropriate): Marketing

Grade: G2 – 3

Job Title: Insights and Intelligence Executive

Immediate Line Manager (Job Title): Marketing Lead

Job Purpose

Campden BRI does not know enough about its competitors, its clients or the trends in the food and drinks marketplace and needs to become more outward looking and market-led. The Insights & Intelligence Executive role is key to plugging those knowledge gaps and building greater awareness and intelligence about the markets in which we play.

The Job holder will be responsible for gathering and organizing data, identifying market insights and drivers as well as wider trends from the food and drink industries. They will interpret those findings to build actionable intelligence to drive our focus on client needs and to inspire the development of new services. They will also support the operating units with ad-hoc requests for information about their markets.

Sources will include paid-for data providers (e.g. Euromonitor, The Food People etc) search software such as Meltwater and general published and online media such as food blogs, industry groups, Linked in and many others.

Combining this external information with insider knowledge from our CRM system and from colleagues in our operating units, the job holder will identify and communicate priorities of the market to keep our service offerings fresh and relevant and will turn data and information into actionable insights to which Campden BRI can respond

Main Duties (including % of time spent)

- Gathering, storing and interpreting information and data (20%)
- Identifying meaningful and relevant insights and translating them into Campden BRI opportunities (20%)
- Keeping colleagues within Campden BRI updated on trends and market needs (20%)
- Feeding insight-based 'stories' to the Communications colleagues for use in Newsfeeds, Linked In posts etc. (20%)
- Creating reports for internal and external circulation (10%)
- Additional requirement to offer admin support to the MIGs and Exhibitions Mgr (10%)

Knowledge, Skills & Experience

- Marketing qualifications (CIM certificate or diploma preferred) and experience of working in a marketing team (minimum 2 years)
- Data management experience and a creative approach to presentation of data
- Scientific background – either a degree or science A levels (or equivalent)
- Experience of working with multiple data sources
- Interest in food and drink
- Meticulous attention to detail
- Commercial mindset
- Good written skills
- Skilled in the use of Microsoft Office – PowerPoint, Excel, Word, etc.
- Strong team player with confident communication skills and the ability to work with people at all levels.

KEY TASKS & RESPONSIBILITIES**1. Communications**

- Able to communicate both data and abstract ideas clearly in verbal, written and visual formats
- Able to work confidently with scientists and marketing/sales professionals
- Able to adapt a message to a specific audience
- Ensure reports are provided to an agreed schedule (or on request).
- Work as a team member within the organisation to provide a resilient service to our clients.
- Key interactions with Marketing, Sales, Membership and scientists/technologists in the operating units.

2. Analytical Skills & Creativity

- Able to pull the key information from a plethora of data – skilled at extracting relevant data
- Able to create patterns where others may not see them.
- Able to choose the best way to represent data and insights to maximise understanding.
- Ability to balance longer term objectives and deliver against shorter term deadlines with variable notice periods.
- Horizon scanning for the identification and exploitation of growth opportunities in food and drink

3. Management of Activities

- Support the Marketing Lead with insight and intelligence information as well as supplying ad hoc information to colleagues across the business
- Comply and utilise policies and procedures as agreed within the department.
- Assist with the implementation of new processes and procedures within the team.
- Good time management, self-motivation, organisation and attention to detail are also essential qualities.

4. Management of People

AD Marketing – Marketing Lead– **Job Holder**

- The job holder has no direct reports.

5. Management of Finance & Resources

- Commercial mindset – able to assess whether a request or a proposal makes financial sense
- Ensure paid-for data services are fully exploited and make recommendations for improvement or changes of supplier.

6. Autonomy & Accountability

- Taking direction and some supervision from the AD and Marketing Lead but working with general autonomy for a large proportion of the time.
- Accountable for the accuracy of reports and recommendations
- Contribute to corporate activities outside of departmental activities.
- Comply with company policies, procedures & regulations (H&S, Operating procedures and Quality standards).
- Values driven and ethical, able to achieve high levels of performance through collaboration.

7. Working Environment

Primarily office-based Chipping Campden site (or home-based during Covid-19 restrictions)

8. Other designated job roles (Please tick those applicable)

Quality Co-ordinator
Safety Co-ordinator
First Aider

First Aid Leader
Fire Officer
Fire Leader
Software Co-ordinator
Trained internal Auditor
Equipment Officer
Departmental Archivist
Hygiene Manager
Process Hall Manager
Event Director
Risk Assessor
Biological Safety Officer
Safety Representative
Safety Committee Member
Sample Receipt Steward
Authorised Driver (in line with Car Policy)

DSE User

Manual Handler

Signed & Dated

Job Holder Date

Line Manager Date