

Campden BRI (Chipping Campden) Limited

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Campden BRI (Nutfield)

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Job Profile

Insights & Intelligence Executive Marketing Department Chipping Campden

For enquiries concerning this job, please contact:

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Campden BRI is a membership organisation which was established in 1919 and has long been a trusted partner to the food and drink industry providing the practical scientific, technical, analytical and advisory services needed to ensure product safety and quality, process efficiency and product and process innovation.

The company's vision is to be the trusted, premier, independent technical partner of choice to the food and drink industries. The company provides a broad portfolio of services to 2,400 member companies in 75 countries from all parts of the food chain and beyond. Member companies include the top 10 UK retailers, the top 16 global food and drink manufacturers with many of the world's biggest brands. Campden BRI also collaborates closely with universities, trade associations and other organisations. The company generated revenue of circa £23m in 2019.

Following a recent reorganisation, the company currently employs approximately 300 people across three UK sites in Chipping Campden (Head Office), Leamington Spa (consumer research centre) and Nutfield (brewing technology and regulatory affairs), plus a stand-alone business in Hungary.

Campden BRI's services are underpinned by a vigorous programme of research and innovation, promoted through extensive knowledge management activities. The company's services, which fall within the Consulting and Analytical Services Operating Units, can be loosely categorised under four pillars:

- **Analysis and testing** - microbiological, chemical, physical and sensory analytical services - helping to ensure safety and optimise product quality.
- **Operational support** - helping companies 'do the day job'. Troubleshooting manufacturing problems - ingredients, processing, packaging, advising on hygienic design and maintenance, supporting implementation of systems such as HACCP and risk management, and helping with product development.
- **Research and Innovation** – industrially relevant research chosen and funded by members, as well as work for Government departments and agencies.
- **Knowledge Management** - industrial best practice guideline publications, a wide range of training courses, seminars and conferences, as well as expert technical and legislation information and advice.

Campden BRI's facilities include:

- 3,000 sq. m of laboratories with state-of-the-art equipment for microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, sensory and consumer studies and packaging technology.
- 3,500 sq. m of food process hall and pilot plant facilities, including malting and brewing, heat processing, chilling, milling, baking, hygiene and packaging.
- 800 sq. m of dedicated training and conference facilities.

Campden BRI has long relied on its historic reputation in the food and drink industry and its access to thousands of contacts in its membership database. For many years, work came in from European Union and government agency contracts, but the market is changing and it's now more necessary than ever to be more assertive in making sure the target market knows about the company and its service offering. There is a very clear need to be more active with the food and drink industry and to promote capabilities and services in a more engaging way.

Campden BRI has long been very internally focused and now needs to change to a much more market-led, client-centred business with a greater emphasis on identifying and solving client problems. To do this, it needs to become more outward-looking, to build greater market knowledge and competitor awareness and to develop clearer and more differentiated value propositions.

Department

The Marketing Communications department has been focused in the past on communications rather than marketing. It comprises a group of excellent team members who are experts in their fields, but many of those fields would not 'normally' fit inside a marketing department. Today's Marketing Communications group is seen as a more of a service organisation and we are looking to transition into a group that leads and inspires changing attitudes to marketing and client engagement.

Currently we maintain an extensive but complex website and a sometimes 'sprawling' intranet, manage design and publications, a print room supplying much of inhouse print demand, deliver dozens of press releases, Newsfeeds and Linked In posts, manage the Member Interest Groups (MIGs) and support exhibition activity. What is required to support the new strategy is a focus on the outside world and a call to action to engage better with that world. This is the motivation for recruiting three new marketing roles as well in addition to a small sales team.

Our Intention for the future is to build company revenue through increasing understanding of the competitive marketplace and more relevant client-centred positioning of our services. Identifying emerging trends and the services to support them will move us to a point where we can guide and inspire service developments amongst the operating units. Greater revenue will be delivered by a greater focus on CRM-supported Account Management and through a series of structured sales and publicity campaigns throughout the year, focusing on areas identified by the leadership of the consulting and analytical business as offering good profitability potential, differentiable services, or strategic advantage.

Role & Duties

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.

Duties

- 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.

Pay and benefits

Salary:	Guide £25-30k depending upon experience
Grade:	G2/3 (depending upon experience)
Holidays:	24 days plus public holidays and a buying/selling holiday scheme .
Pension scheme:	Campden BRI operates a pension scheme
Training:	Campden BRI is committed to ensure all staff receives appropriate training to support their job function and business needs.
Health:	Campden BRI operates a 'permanent health scheme' if you are unable to continue work for health reasons and a 'death in service' scheme.
Others:	Other benefits include subsidised restaurant/vending machine and parking on site.

Further Information

If further information is required, please visit our website www.campdenbri.co.uk