

Campden BRI (Chipping Campden) Limited

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Campden BRI (Nutfield)

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Job Profile

Marketing Lead Sales & 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.

We are looking for experienced marketing professionals, ideally with CIM or equivalent qualifications, who can help to upgrade the marketing knowledge of the wider team and inspire a more market-led approach to business.

The previous Marketing Lead retired in August and managed both the Design and Production (DAP) and the Marcomms/PR side of the team. The plan for this new role is to initially separate the two sides – DAP and Marketing – to allow the new Marketing Lead to focus on the Marketing side of the group (Marcomms, PR, Insights & Intelligence, Technical Product Management) for the first few years with a view to potentially re-joining the two sides at some point in the future. This is the most senior role in the Marketing/DAP group.

Role & Duties

To create, build and lead a team of market-led, client-centric marketing professionals.

To lead the transition of Campden BRI from an historically inward-focused science-led business to one that can identify trends and responses to them to design excellent service-offerings for the food and drink (and associated) industries.

To introduce and nurture an 'insights and intelligence' data-backed approach, develop strong storytelling via Technical Brand Management and to act as the bridge between our outstanding analytical, science, and technology capabilities and the industry needs of the outside world.

Duties

To manage the Marketing & Comms team (minus the Design & Production team) in respect of staff training, development and motivation, resources, budget, performance, business processes and improvements, and health and safety issues.

- Team management including setting and monitoring targets, developing talent, managing resources, guiding and supporting team members, leading by example. Team to comprise the Science Writer, Marketing Exec and the 'MIGs and Exhibitions Manager' as well as the 'Insight & Intelligence Exec' and the Technical Product Manager– 25%
- Work closely with the Sales and Account Management Team to agree market-relevant promotions and support materials for scheduled and ad hoc campaigns. – 20%
- Work closely with the ADs for Science, Technology and Analytical to agree promotional plans, create clear briefing templates and set acceptable service level agreements, Ensure the needs of our clients get at least equal billing with the services we currently offer - 15%

- Strategy development and implementation of the Company Strategy including annual marketing planning – 10%
- Financial planning and budgetary management – 5%
- Develop metrics for performance and effectiveness of marketing activity – 5%
- Setting and monitoring the standards for communication within the business and with clients and potential clients and acting as the Comms Champion – 5%
- Protecting the company's reputation and acting as first point of contact for media enquiries – 5%
- Support the Exec and Extended Exec teams, including the CEO, with the tone and content of corporate communications. Act as the Subject Matter Expert on all things related to Communications. - 5%
- Liaise with the Design and Production team on the design and management of the company website and intranet- 5%

Knowledge, Skills & Experience

- A degree in relevant science or technology
- A CIM Diploma or equivalent professional qualification.
- Experience of working with scientific / technical content / audiences and an ability to talk credibly with scientists.
- Knowledge and broad practical experience of Marketing, ideally in a services business or food/food ingredients sector
- Demonstrable skills in sourcing, gathering and deriving insights from relevant information – able to find the insights amongst the data.
- Events experience would be helpful.
- Able to prioritise revenue generating and strategic opportunities ahead of less urgent ones.
- A track record of successful team leadership, management and service delivery.
- Able to motivate and excite your own team as well as others across the business.
- Media training an advantage.
- Maturity of thought and behaviour. Gravitas.

Pay and benefits

Salary:	Guide £55-65K depending upon experience + car / car allowance
Grade:	G5
Holidays:	25 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