

Name:

Department (and Section where appropriate): Marketing and Communications

Grade: G4

Job Title: Technical Product Manager (Marketing)

Immediate Line Manager (Job Title): Marketing Lead

Job Purpose

The key purpose of this role is to create a more client-centric and market-led approach to the marketing of key Campden BRI services by moving away from a focus on 'clever science' to one of proactive problem solving and the development of meaningful and relevant services for our clients, and promoting those services through the most appropriate communications channels.

Campden BRI has a wide range of great services that are poorly understood by potential clients, whose value is not optimised, and pricing is not always logical. The Technical Product Manager will be chief storyteller and service promoter for the business, recognising unmet and sometimes unrecognised client needs, finding the products and services clients to meet those needs, and creating a full marketing-mix approach to demonstrate to the food and drink industry Campden BRI's service offerings.

Please note we are hiring a Sales & Account Management Team to actively sell these services and the TPM is not required to take on a direct selling role.

Main Duties (including % of time spent)

- Developing new service offers from concept through the post-launch
- Repackaging existing services to be more client-centric and promoting those services widely to help the sales team to generate new business.
- Working to reposition Campden BRI as a relevant partner for science, technology and analytical services
- Work closely with the Sales and Account Management Team to agree which services to promote throughout the year and developing materials for scheduled and ad hoc campaigns.
- Work closely with the Science Writer and Marketing Executive to inspire them to support the relevant services through their communications plans
- Work closely with the Marketing Lead and the ADs for Science, Technology and Analytical to agree and deliver promotional plans
- Support strategy development and implementation of the Company Strategy including support to the Marketing Lead for annual marketing planning – 10%
- Work with the Digital Marketing Specialist (in Design and Production team) to agree metrics for performance and effectiveness of marketing activity – 5%
- Liaise with the Design and Production team on the design and management of the company website and intranet

Knowledge, Skills & Experience

- A degree in relevant science or technology
- A CIM Diploma or similar professional qualification.
- Strong commercial awareness and understanding of financials.
- Product marketing experience – ideally full marketing mix.
- Good copywriter and storyteller
- Experience of working with scientific / technical content / audiences and an ability to talk credibly with scientists.
- Experience of translating hard science into language and concepts understood by non-scientists
- Sales experience a plus but not essential
- Lab or factory experience a plus but not essential
- Awareness or experience of using different approaches to pricing
- Understanding of claims substantiation – how to prove a service does what we claim.

KEY TASKS & RESPONSIBILITIES**1. Communications**

- Able to build compelling product/service stories from technical innovation.
- Strong verbal and written communication skills and an ability to adapt commercial and technical stories to a range of audiences.
- Supporting the AD Marketing and Marketing Lead and the broader marketing team with communications advice for both internal and external audiences
- Translator (with the assistance of the team) of clever science into meaningful, relevant and digestible insights and services..
- Back-up point-person for incoming media enquiries in the absence of the Marketing Lead with focus on reputation management and back up nominated person to speak to the media at times of crisis or change.

2. Analytical Skills & Creativity

- Ability to process multiple information streams and opinions to arrive at a considered, synthesised outcome.
- Financially astute.
- Structured but creative approach to problem solving – able to see the wood for the trees and to know when those trees need feeding or pruning
- Able to balance activities requiring deep and sustained concentration with day-to-day activities.
- Able to plan against longer term objectives and deliver against shorter term deadlines

3. Management of Activities

- Responsibility for the development of service packages and promotion of prioritised products and services.
- Development of and supervision of policies and procedures for use within the department
- Supporting other departments in their communications and advising on most appropriate channels for marketing and communications with clients.

4. Management of People

Chief Executive – Associate Director Marketing – Marketing Lead - JOB HOLDER

- No direct reports initially – more of a subject matter expert – but potential to take on responsibility for a sub-team once role is more established
- Working with others across the business influencing in a matrix structure.

5. Management of Finance & Resources

- Set targets for service profitability and work with finance business partner to monitor performance against those targets (not responsible directly as sales or the Operating Units will generally 'quote' for business and may not adhere to targets).
- Follow up when colleagues do not adhere to targets.
- Ensure value for money from external suppliers and agencies.

6. Autonomy & Accountability

- Working primarily unsupervised with general autonomy for projects within the departmental scope
- Empowered to initiate and contribute to corporate activities outside direct department focus
- Authoriser of some corporate materials – e.g. press releases, web page content, articles for magazines etc.
- Support AD and Marketing Lead in the implementation and management of corporate activities and legal requirements within department

7. Working Environment

Mostly office based with requirement for some UK and overseas travel although during Covid restrictions, home working will be encouraged, and partial home working can be considered longer term.

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