

ROLE PROFILE

Job Title	Head of Marketing, Innovation
Business Unit	UK Marketing
Function/Region	Innovation
Location	Hook
Leader	Marketing Director
People Leadership	4 direct reports
Job Level	3B
<p>Role Purpose To work with the UK Marketing Director and Global Innovation Marketing managers to successfully commercialise our portfolio of new-to-world innovation brands. Lead the UK innovation agenda, developing a product pipeline and defining a clear UK stage gate process.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • Working with the Global Innovation team and UK Marketing team you will help develop the UK innovation strategy, KPIs and the structures that support delivery of new-to-world brand innovation goals and objectives. • Based on agreed brand strategy and local market category opportunity you will work directly with UK senior marketing/commercial leaders to ensure that (i) there is a 5 year innovation pipeline strategy and a robust roll out plan in place across the 5YP (ii) that the key innovation brands have ambitious growth ambitions with clear assumptions and plans on how to achieve these (iii) that tools and assets for UK launch are developed to deliver for launches and the early product lifestage (before brands are handed over to the brand teams in stage 2) • Supported by your innovation team you will work directly with senior global/UK/regional commercial and innovation leaders, tirelessly championing these brands to ensure they are supported by exciting, robust and well-resourced commercialization plans. • Working with your Innovation team you will help them to deliver innovations that have (i) detailed, robust and attractive commercials and information e.g. NSV floors, pricing strategy (ii) pragmatic brand fundamentals e.g. functional packaging, fit for purpose growth drivers tool kits (iii) clear guidance for commercial teams to successfully sell in new innovations into key retailers, landing key space and visibility (iv) effective trade/marketing assets e.g. sell sheets for sales teams, serves, On Trade assets, advocacy/influencer programs • Working with the UK demand planning team you will provide critical experience, insight & pragmatic solutions (or pre-emptive inputs) to ensure smooth logistics for launches • Represent the UK at the global stage gate meetings when needed • Work with the UK marketing director to define the marketing approach and build a marketing agency network for new brand launches (digital/PR/Advocacy) • Working with your Innovation team you will champion measurement and evaluation for new launches, sharing this information with global colleagues and also codifying learning for other WGS markets to build from with future launches • Build a UK innovation team and coach the team to deliver. Inspire this team to drive projects forward at pace 	
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Role specific competencies and skillset:

<p>Adapting and Responding to Change</p> <ul style="list-style-type: none"> • Adapts to changing circumstances • Accepts new ideas and change initiatives • Adapts interpersonal style to suit different people or situations • Shows respect and sensitivity towards cultural and religious differences • Deals with ambiguity, making positive use of the opportunities it presents 	<p>Formulating Strategies and Concepts</p> <ul style="list-style-type: none"> • Works strategically to realise organisational goals • Sets and develops strategies • Identifies and develops positive and compelling visions of the organisation's future potential • Takes account of a wide range of issues across, and related to the organisation
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> • Makes a strong personal impression on others • Gains clear agreement and commitment from others by persuading, convincing and negotiating • Promotes ideas on behalf of self or others • Makes effective use of political processes to influence and persuade others 	<p>Deciding and Initiating Action</p> <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects and people • Takes initiative, acts with confidence and works under own direction • Initiates and generates activity
<p>Creating and Innovating</p> <ul style="list-style-type: none"> • Produces new ideas, approaches or insights • Creates innovative products or designs • Produces a range of solutions to problems • Seeks opportunities for organisational improvement • Devises effective change initiatives 	<p>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> • Keeps up to date with competitor information and market trends • Identifies business opportunities for the organisation • Demonstrates financial awareness • Controls costs and thinks in terms of profit, loss and added value

Company values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Skills, Qualifications and Experience:

Essential:

- Commercial & Sales experience and expertise especially with innovation brands
- Strong understanding of different brand growth strategies and what's required in market to deliver these
- Capable of influencing a large and broad group of multifunctional stakeholders both internal and external

Desirable:

Some local market experience would be desirable, ideally in the UK or other developed market

