

Role Profile

Job Title: Marketing Manager (Maternity cover)
Department: Marketing
Reports To: Chief Commercial Officer

Role Overview

Responsible for overall management of company brands, internal & external communications and category growth plans.

Main Duties

- Proactively develop the corporate image and the stakeholder perception of the company
- Manage roll out of new corporate branding and values to all areas of the business
- Develop and lead an annual internal communications plan to share key objectives, successes and to drive employee engagement
- Develop and lead an external communications plan to include proactive and reactive PR to reinforce key company and category messages
- Create and execute an annual plan for all digital channels including websites & social media management
- Set KPI's for all communications plans and track performance
- Develop and lead category growth plans to include:
 - Overarching category growth initiatives
 - Collaboration with Bord Bia and other external bodies to drive joint category growth initiatives
 - Identify opportunities to leverage customer plans & priorities
- Lead a robust horizon scanning & insight plan
 - Identify key consumer trends which can be translated into category growth initiatives
 - Proactively monitor media channels/stakeholder communications and identify key trends which could threaten the company or category. Create plans to address key threats
- Evaluate the category growth initiatives from other markets/categories and make recommendations on application for our business
- Marketing Budgets
 - Provide clear ROI assumptions for all investments, evaluate results and apply learnings to future activities
 - Maximise available funding from external sources to create consumer insights and drive category growth
- Manage group level Community Engagement/sponsorship and Awards strategies.

This is not an exhaustive list and is subject to change and amendment

Competencies to perform the role

- Be self-motivated, with the capability of working on their own initiative and work effectively across all levels of the business

- Be commercially aware with strong analytical ability to optimise the relationship between the customer and commercial requirements of the company;
- Be comfortable with tight deadlines and the tight management of budgets;
- Ability to operate at a strategic level but also to manage a "hands on" delivery programme with tight timescales;
- Have strong presentation and negotiation skills that will influence at all levels
- Strong creative skills with an ability to think laterally
- Possess excellent writing and communications skills.
- Ability to prioritise effectively & work under pressure
- Highly organised, strong interpersonal skills and experience dealing with senior management in a corporate, professional environment
- Strong event management and organisational skills

Experience and Qualifications

- Minimum of 3 years marketing experience in a FMCG environment

Performing the role in line with the Monaghan Values:

1. *We do the right thing.* We use this philosophy to drive every aspect of our business, from product, to process to people. It makes us think – how can we do it better?
2. *Forward Thinking.* We think ahead and we think for the long term. This influences how we engage with our partners and each other.
3. *Down to Earth.* We understand the importance of communicating our discoveries in a straightforward way. That way everyone benefits from the knowledge.
4. *Inspiring.* We seek out new ways to excite and inspire our teams across all our markets, pushing us all toward fresh ideas, new discoveries and breakthroughs.
5. *Egalitarian.* We have always been grounded in the belief that everyone is equal. That everyone deserves an equal chance to speak, be heard and make an impact.