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| **Job Title** | **DIRECTOR OF BRAND MARKETING - CIDER** |

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| **Reporting to**  | Chief Marketing Officer |
| **Business Unit** | C&C Group  |
| **Department**  | Marketing |
| **Job Grade (if applicable)** | (ExCo-1) |
| **Location**  | Dublin |
| **Travel Requirements (if applicable)** | Regular travel required to meet business needs |

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| **Role Summary**  |
| The Director of Brand Marketing - Cider will lead and oversee the brand development and commercial growth agenda for the C&C Cider portfolio in all markets across the Group – Ireland, UK & International. You will lead the long-term cider portfolio strategy and translate that into great brand, marketing and NPD strategies to deliver strong Core brand plans on Bulmers & Magners, as well as develop a vision to grow our premium cider brands and the portfolio/innovation plans for future growth. Cider is at the core of our DNA as a business, and the role and output will play a pivotal role in the success of C&C Group. You will report directly to the Chief Marketing Officer and will have a team of Brand and Innovation Managers to coach, develop and engage within the business. The role demands a transparent open attitude, collaborative approach, and the ability to inspire both your town team and the wider business. Strategic thinking, commercial capability, creative flair, inspiring agencies and demanding best in class work for our brands will be key to the success in the role. C&C have a wide portfolio of cider brands including Bulmers, Magners, Orchard Pig & Outcider, and you will be responsible for the NOW and the FUTURE of the cider category within C&C Group, developing and evolving our portfolio to deliver against the business strategy of growing a market leading portfolio of owned and agency brand assets |

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| **Key Responsibilities**  |
| * C&C Group Cider portfolio strategy and development, including owned and partner brands.
* Lead the Innovation & NPD strategy for category growth and execution.
* Delivery of Cider Portfolio KPI’s including budget allocation & management.
* Lead the team to deliver effective, Insight & data led Consumer & Customer marketing plans, in close collaboration with Channel & Marketing Comms teams.
* Lead Brand communication strategy development
* Own existing & develop new strategy for brand partnerships
* Development and management of high performing team
* Collaboration and cross departmental communication
* External agency and marketing body relationships
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| **Key Stakeholders** |
| **Internal**CMOExCoCommercial Leadership TeamOperations Leadership Team, especially ClonmellPartner relationshipsGroup business partners – HR / Finance etc |  |
| **External** 3rd Party AgenciesMedia planning and buying partnerKey customer contacts  |

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| **Skills + Behaviours** |
| * Highly skilled in consumer marketing strategy, developing portfolios and brands within a complex business environment.
* Commercially astute and savvy to managing a portfolio P&L with an objective of optimising growth.
* A master at stakeholder management with the ability to influence at all levels.
* Awareness of the end-to-end impact of initiatives and effect on P&L.
* Strong experience of commercial brand planning, forecasting, market research, agency relationship management and all consumer touch points.
* A proven people manager who is passionate about developing high performing teams.
* Strategically minded, with the ability to turn data into insight & action to drive growth.
* Capable of working with a high degree of autonomy and ambiguity.
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| **Experience and Qualifications** |
| * Attitude and learning agility – key to success.
* Significant experience in a senior marketing role.
* Portfolio/Brand management of FMCG brands.
* Experience of successfully leading people within a complex business structure.
* Drinks industry experience a bonus.
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