**HAIN BACKGROUND**

Hain is on a mission to build purpose driven brands that make healthier living more attainable by empowering our people, engaging our partners and living our values. We are proud to operate in 5 core categories (Snacks, Baby/Kids, Beverages, Meal Prep & Personal Care) across 5 core geographies (UK, Ireland, Western Europe, USA & Canada). Hain is proud to own over 11 No 1 or No 2 brands including: Hartley’s, Ella’s Kitchen, Linda McCartney\*, New Covent Garden, Yorkshire Provender, Cully & Sully, Natumi, Joya, Lima, Sun Pat, Frank Cooper’s, Robertson’s and Clarks.

Having established ourselves as core category leaders, Hain is embarking on an exciting new phase of development, investing in brand building capabilities to accelerate our topline growth. With ambitious growth targets, we are looking to continually build capabilities within the team.

Our meat free portfolio vision is to help Change the Way the World Eats, it is a key tenet to creating a better future for generations to come. To deliver on this promise you will be responsible for implementing a key growth strategy for one of the UK’s most iconic and best loved plant-based brands Linda McCartney within the UK.

The successful candidate must be an original thinker who quickly grasps the essence of an issue. They use their experience to look toward the broadest view and has good judgement about what will work when and where. They are able to develop competitive breakthrough plans within a strategic framework. In addition, this candidate must be able to communicate a clear and compelling vision that inspires the total business. They will need to bring passion and enthusiasm to the vision with clear map and milestones. They set a high-performance climate, building teams that role model the Hain values. Lastly, the successful candidate must be highly agile with good change agility, people agility and learning agility.

**Role Title:** Senior Brand Manager Meat Free

**Purpose of Role:**

This role will be responsible for leading, developing and delivering a strategy that drives increased market share and penetration for the UK retail and food service market. You will be accountable for delivering a healthy, profitable Innovation Roadmap in line with the brand’s strategic and consumer targets.

As part of a strong cross-functional team, you will be responsible for the direction and engagement of the local teams including Operations, NPD, Sales, Category Management as well as inspiring retailers with brand and product stories.

* To develop and lead the 3-5 year strategic plan for Frozen Meat portfolio, creating a stretching and comprehensive growth levers plan.
* Regularly monitor the performance of the LMF portfolio using all continuous data – Kantar, Circana etc. to measure progress against our KPIs and formulate an action plan to course correct if required.
* Accountability for all UK Frozen Innovation Project delivery – Identify white space, ideate, develop winning concepts and brand propositions. Working hand in hand with NPD to develop new, exciting innovations to allow consumers to eat more meat free meals, more often.
* Identify transformational opportunities to expand our LMF Frozen meat free portfolio with key consumer groups. Through great consumer insight and cultural understanding define opportunities across all our key channels to accelerate the growth of plant-based meat free category by accessing more hero meal occasions.
* Deliver step change thinking to the market – Use Agile Test & Learn Principles to launch innovation or initiatives where we get to market quickly and learn –
* Liaise with the Communications and Trade Marketing teams to define a launch plan & investment model to ensure rapid trial and growth of all innovations
* Ensure the portfolio is brought to life across the commercial and site functions to build cross functional engagement and inspire delivery.
* Represent the voice of the consumer and bring consumer insights to opportunity territories.
* Manage stakeholder Interactions effectively – show resilience and ability to resolve issue.
* Demonstrate an understanding of the commercial and competitor landscape and key commercial metrics and value drivers of a business.
* Manage performance metrics of accountability.

**You will need:**

* Strong brand and consumer understanding
* Experience of strategic portfolio planning
* Ability to lead, effectively delegate and develop your direct report (Brand Manager Meat Free)
* Fantastic organisational and project management skills
* Ability to track, identify and prioritise key issues
* Great influencing and communication skills

**Experience & Skills Required:**

* Strong track record of delivering results, especially in identifying breakthrough opportunities for channel and brand growth that have driven real value in the market.
* Experience in ideation, co-creation, proposition development and refining compelling propositions based on consumer insight.
* Strong project management, planning and delivery skills with confidence to make tough calls and to ruthlessly prioritise.
* Excellent communication skills, able to build strong relationships with internal and external stakeholders

**Key Behaviours:**

* Cares about people - Builds relationships and partnerships underpinned by openness honesty and respect
* Acts with Pace - Cuts to the heart of the problem getting to solutions with creativity and speed.
* Demonstrate resilience to constructively challenge with an openness and flexibility of approach to others’ views.
* Has a willingness to embrace rapid learning and see “fail fast” as a positive
* Passionate about what they do
* Acts with integrity and responsibility

**Conditions of the Role:** Home based (Home office central London) but expected to be where required including at Fakenham (Norfolk) manufacturing facility 1 day per week. Occasional travel expected.

**Reports To:** Marketing & Strategy Director Beverages & Meat Free

**Direct Reports:** 1 Direct Report, Brand Manager Meat Free

**Peer Positions:** NAMs, Category Manager, SBM Comms and SBM Spreads & Drizzles