



# C&C Group Chief Marketing Officer

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JOB DESCRIPTION

# C&C Group Chief Marketing Officer

**REPORTS TO** Chief Executive Officer, C&C Group PLC

**LOCATION** Dublin, Glasgow, Bristol, or London, with frequent travel across the UK and Ireland.

**WHO WE ARE** C&C Group plc is a premium drinks company which owns, manufactures, markets, and distributes a unique portfolio of beer and cider brands in its home markets and across the globe. Operating through the Matthew Clark, Bibendum, Tennent's and Bulmers Ireland brands, C&C Group plc has a market leading range, scale, and reach, including an intimate understanding of the markets it serves. Together as a C&C team, we grow, brew, manufacture, market and deliver some of the world's favourite drinks. From grass to glass, and everything in between.

C&C Group's portfolio of owned and exclusive brands includes Bulmers, the leading Irish cider brand; Tennent's, the leading Scottish beer brand; Magners the premium international cider brand; as well as a range of fast-growing, premium and craft ciders and beers, such as Heverlee, Menabrea, Five Lamps and Orchard Pigs.

We seek to champion and embed sustainability in everything we do at C&C. While delivering joy to customers, we always shine a light on people and the planet. We have a clear ESG vision, delivering a better world. We respect, support, and develop our people to be their best by creating a culture of winning together.



## KEY OBJECTIVES

You will agree specific targets for these objectives with the CEO:

- In partnership with the Executive Team, you will develop a clear Group strategy for C&C's core brands, that underpins the delivery of the business strategy.
- Lead new product development and innovation across the Group, informed by market trends and consumer behaviour.
- Work with Trade Marketing to deliver a step change in C&C's Group digital marketing, with a particular focus on social media, to drive market share across C&C's core brands.
- Partner with the Chief Commercial Officer and Chief Operating Officer to develop Group strategies for C&C's relationships with licenses brand owners, which support short and medium-term profitability.
- Be a custodian of the C&C corporate brand and identity.

## KEY RELATIONSHIPS

You must focus on developing strong relationships with colleagues across the group, developing your credibility and influence, with a particular focus on:

- Executive Team Members
- C&C Board of Directors
- Commercial Leadership Team
- Trade Marketing Director
- Technology and Transformation Team
- All Marketing Colleagues

## RESPONSIBILITIES

### Group Marketing Strategy

Take overall responsibility for the design, development and delivery of the organisation's portfolio, brand, marketing, and innovation strategy. This will include responsibility for all aspects of marketing and innovation, except for Trade Marketing. Ensure the strategy is successfully implemented, meets long-term business needs, and supports delivery of the overall C&C Strategy.

## JOB PURPOSE

The purpose of the Chief Marketing Officer role at C&C Group is to drive a step change in our brand building and innovating programmes by bringing to market exciting, profitable, and unique brands that complement our customer and consumer offerings, using our entire array of brand building assets. Key to brand building and brand innovation will be the use of experiential and digital marketing challenges the status quo and industry norms and adds tangible value for stakeholders, maximising measurable return on investment in brand investment decisions.



## **Leadership, Team Development and Capability Building**

Inspire a large and diverse marketing workforce, based in Dublin and Glasgow predominantly, to commit to these goals. Develop, empower, and engage your team to achieve extraordinary things to support the organisation's business goals and to drive personal growth and learning for all team members. Identify the capabilities needed to meet the current and emerging business needs of the function. Embed personal development into the culture of the team.

## **Budgeting**

Take overall responsibility for setting and approving area budgets that achieve organisational strategy.

## **Performance Management**

Set and lead the delivery of annual and long-term business performance objectives for the function which link to the market share, sales, and profit performance. Support, coach, and hold direct reports to account for achievement of business plans. Balance the need to deliver short term business objectives with the longer-term delivery of stakeholder value.

## **Strategic Mindset**

Sees ahead to future possibilities and translates them into breakthrough strategies. Effectively integrates long-term opportunities and challenges with day-to-day activities.

## **Business Insight**

Applies knowledge of business and the marketplace to advance the organisation's goals.

## **Balances Stakeholders**

Anticipates and balances the needs of multiple stakeholders. Promotes an environment of high ethical standards and cross-cultural sensitivity in working with all stakeholders.

## **Business Planning**

Lead the development of annual and long-term business plans for brands and marketing, ensuring alignment with strategy. Quantify business outcomes and resource budgets and ensure integration of marketing, brand, and innovation activities across the business.

## **Financial Acumen**

Interprets and applies key financial indicators to make better business decisions. Summarises financial performance data and explains implications for the organisation.

## **Collaborates and communicates effectively**

Builds partnerships and works collaboratively with others to meet shared objectives. Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audience. Listens carefully and probes beneath the surface to gain richer insight and others' views.

## **BEHAVIORAL COMPETENCIES**



### **Builds Effective Teams**

Builds strong teams that apply their diverse skills and perspectives to achieve shared goals. Ensures that the team has the right mix of skills and leverages individual strengths to bring the best out in our people and in our brands.

### **Instils C&C Values**

Gains the confidence and trust of others by living C&C values of quality, joy, and respect in all that you do.

## **EXPERIENCE**

We are looking for an individual with the following experience:

- Experience conceptualising, delivering, and executing Group marketing strategies in large, consumer packaged goods businesses, delivering market share, revenue, and brand success.
- Extensive experience of building and managing complimentary brand portfolios.
- Proven digital marketing experience, and as a result, an ability to raise the bar in C&C.
- Experienced at working and succeeding in a matrixed structure and ready to support C&C to build capability in this way of working.
- Excellent stakeholder management skills up to Board level and proven experience as a member of an Executive Committee or Senior Leadership Team.
- Strong communication and interpersonal skills, with an ability to engage and inspire stakeholders at every level.