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| **Job Title** | **MARKETING OPERATIONS ASSISTANT**  |

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| **Reporting to**  | Group Head of Marketing Operations  |
| **Business Unit** | C&C Group |
| **Department**  | Marketing (UK & Republic of Ireland) |
| **Job Grade (if applicable)** | TBC |
| **Location**  | Remote or office based, Ireland or UK  |
| **Travel Requirements (if applicable)** | Regular travel required to meet business needs |

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| **Here’s What You Can Expect to be Doing!** |
| Working across multiple teams and regions, the Marketing Operations Assistant will support the Head of Marketing Operations to ensure all processes relating to the marketing activation of the C&C brand portfolio (owned, 3rd party agency, equity) allow us to deliver our activity efficiently, effectively and enable delivery of our agreed brand activation plans. Specifically, this person will support the Brand, NPD (new product development) & Activity Planning processes, ensuring there are strong processes and project management in place to support the delivery of our plans. The role holder will Head of Marketing Operations in implementing the Marketing Operating Model, defining our processes and governance to enable a strong marketing activity programme can be developed, delivered and evaluated with clear connections and collaboration with the other functions needed to make that happen – Commercial, Finance, and Operations. This person will also help manage the key processes and activities within an NPD stage gate process which will provide structure and governance for the development of an NPD pipeline which is transparent, efficient, allows commercially rigorous decisions to be made and linked in with the wider business strategy. The role demands a person with a transparent open attitude and a collaborative winning spirit. This person will be happy to get ‘stuck in’ and help develop and implement new processes and drive impact quickly. Super organized, love a good bit of process & governance, and be able to interact with all levels and in all functions of the business.  |

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| **Key Responsibilities**  |
| * Support the annual Brand Planning process, ensuring the brand planning process runs smoothly, on time, and hits all its key contact points with other teams, especially channel marketing & commercial finance.
* Assist the Head of Marketing Operations to develop a best-in-class operating model for C&C’s brand portfolio and marketing activity across all touchpoints.
* Support the execution of the annual Marketing Activity programme, helping to deliver a process which takes activities from proposal to approval, implementation and evaluation which is transparent, efficient & effective
* Work with the Head of Marketing Operations and Brand / Channel teams to manage effective post-launch initiative tracking processes to trigger Sales and Marketing remedial action and optimise success now and in the future.
* Help to develop better and more efficient ways of working across Marketing, mapping our processes and to highlight areas of improvement.
* Track NPD projects, communicating key actions for Stage Gates to project leaders, and promptly sharing information about where projects are facing barriers, or are at risk of delay.
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| **Key Stakeholders** |
| * Group Head of Marketing Operations
* Brand Teams
* Channel Marketing teams
* Supply, Manufacturing, Commercial Finance
* Category & Insight colleagues
* Commercial colleagues
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| **A bit about you and the skills and behaviours you need to be successful in this role** |
| * Good experience of Project Management in a marketing, channel or sales environment.
* Confident dealing with stakeholders at different levels of the business and provide clear communications.
* Highly organised, process driven, and outcome focused with ability to manage multiple tasks simultaneously. Agile and able to work well under pressure.
* Good understanding of the Business, Markets, Customers, and Competitors.
* Good understanding of Customer and Supplier relationships.​
* Ability to think both strategically and operationally.
* Never satisfied with the status quo – always looking to improve effectiveness. ​
* Working knowledge of Stage and Gate/project management process.​
* Awareness of the end-to-end impact of initiatives and effect on P&L.
* Capable of working with a degree of autonomy and ambiguity while remaining responsive to change
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| **Experience and Qualifications** |
| * Attitude and learning agility – key to success.
* Experience in previous marketing/project management role.
* Experience of successfully leading projects within a complex business structure.
* Food/Drinks industry experience a bonus but not essential.
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