# Dairy Marketing Director

## Dairy leadership and board

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| **Job title** | Dairy Marketing Director |
| **Department** | Dairy leadership and board |
| **Reports to** | Chief Executive Officer |
| **Direct reports** | Brand managers, and heads of consumer insight, innovation, digital and trade marketing |
| **Location** | *[To be confirmed by the employer]* |
| **Contract type** | *[Permanent / fixed-term / other]* |
| **Salary and benefits** | *[To be confirmed by the employer]* |

## Job purpose

Leads marketing for a dairy business's brands and products, so that brand value, market share and margin grow. Uses consumer insight to drive innovation, packaging and communication across retail, digital and trade channels.

## Key responsibilities

### Brand strategy

- Set the brand portfolio strategy and the positioning of each brand
- Build annual brand plans with clear goals for growth, share and margin
- Protect brand reputation, trademarks and brand assets
- Manage the marketing budget and measure the return on marketing spend

### Consumer insight and innovation

- Commission and use consumer, shopper and market research to guide decisions
- Track trends in health, nutrition, plant-based alternatives and sustainability
- Lead the innovation pipeline with technical and operations teams from idea to launch
- Review launches once in market and withdraw products that do not perform

### Packaging and product claims

- Lead packaging design and renovation with technical, procurement and operations teams
- Drive recyclable and lower-impact packaging in line with sustainability goals
- Make sure labels, nutrition and health claims and advertising are accurate and lawful
- Approve sustainability and animal welfare claims only where evidence supports them

### Digital and communications

- Lead digital marketing, social media, websites and e-commerce activity
- Plan advertising and media campaigns across channels
- Tell the story of the business's farmers, milk and standards clearly and honestly

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- Manage agencies and get value from creative and media budgets

### Trade marketing and team leadership

- Develop trade marketing, promotions and point-of-sale plans with the sales team
- Support key account plans with category insight and shopper marketing
- Lead, coach and develop the marketing team
- Build marketing capability in insight, digital and brand management

## Qualifications and experience

### Essential

- Degree in marketing, business or a related field
- Extensive senior marketing leadership experience in food, dairy or fast-moving consumer goods
- Proven record of growing brands and launching successful new products
- Strong use of consumer and shopper insight to make decisions
- Experience of digital marketing and managing agencies
- Experience of managing large marketing budgets

### Desirable

- Professional marketing qualification
- Experience of dairy, chilled or fresh food categories
- Experience of sustainability or provenance-led marketing
- International or export brand experience

## Skills and attributes

- Strategic and creative thinking
- Consumer insight and data analysis
- Brand and portfolio management
- Leadership and team development
- Budget management
- Clear, persuasive communication
- Collaboration with sales, technical and operations teams

## Measures of success

- Brand sales, market share and household penetration
- Brand health measures such as awareness, consideration and loyalty
- Sales from new products as a share of total brand sales
- Return on marketing investment
- Launches delivered on time and on budget
- Share of packaging that is recyclable, against target

## Working conditions and safety

Office-based with regular travel to agencies, customers, sites and research sessions, and occasional international travel. Some work outside normal hours is needed around launches and campaigns.

- Lead by example on health, safety, food safety and animal welfare
- Uphold the code of conduct and all legal and compliance requirements
- Raise concerns and report incidents promptly

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*This job description outlines the main duties of the role. It is not a complete list, and the employer may update it as the business changes, in consultation with the jobholder.*

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