



Sunmagic Juices – Marketing Manager / Brand Manager

Salary £35k - £45k

Candidate Profile

We are looking for a self-starter with proven marketing and category management skills to help drive our business growth plans. Of graduate calibre, the successful candidate will have experience of working in a diverse and challenging environment. This role offers great scope to be pivotal in change within this organisation.

Core Experience and Focus

- Head up the brand management process, conducting the required research, liaising internally with key stakeholders in the business with regards to ROI, and selecting and working with design agencies as appropriate. Build brand strategy & plans to achieve business strategies, incorporating all marketing communications for brand and own label including website development, trade and consumer advertising and promotional activities. Utilise and maximise PR and digital to support plans.
- Experience of FMCG product marketing and development, ideally in food &/or drink sectors selling into the major UK retailers
- Ability to develop detailed category understanding; how a category is shopped by consumers, how those shopping decisions are made, and how products are segmented in the main retailers. Use these insights to create impactful and effective brand plans.
- Develop understanding of relevant soft drinks market place, including trends in ingredients and flavours, and to develop and share within the business this knowledge
- Work collaboratively with the NPD department in the creation and launching of appropriate products in all sectors, categories and segments where products could be marketed
- Work closely with the Commercial team to deliver both own label and branded sales strategies, and to communicate marketing objectives to the wider business

To apply, please send a letter with your CV stating current package and salary expectations to hr@rmcurtis.co.uk

About Sunmagic Juices

Sunmagic Juices produce an extensive range of fruit juices, juice drinks and smoothies catering for all key sectors across retail and foodservice, within both the chilled and ambient sectors.

Within chilled, this includes our category leading premium freshly squeezed juices and our cold pressed juices using leading edge HPP capabilities.

Within ambient, we have our core Sunmagic and Hydra brands which offer an extensive product portfolio including Hydra's school-compliant range, available in a wide variety of formats.