



RM Curtis & Co Ltd : **Brand Manager**

Role: **Brand Manager**
Salary Range: **Competitive**
Location: **UK Based (Halstead, Essex)**

RM Curtis & Co Ltd is a major UK producer and importer of dried fruits, nuts and seeds. Our in-house brands include **Snacking Essentials**, **Funtime Fruits** and **Curtis Catering**. Our partner company Eat Natural gives us the additional benefits of insight and a closer connection to our end consumers.

The Role

We are looking for a self-starter with proven marketing and category management skills to help drive our business growth plans.

Of graduate calibre, you will have experience of working in a diverse and challenging environment. This new role offers great scope to be pivotal in change within this organisation, to embrace and develop our brands to their full potential

Core focus

To head-up the brand management process for our branded and own label ranges.

You will develop brand plans to align with business strategies, which will incorporate all marketing communications for brand and own-label online and offline: website development, trade and consumer advertising and promotional activities. Utilise and maximise PR and digital to support plans.

This will include

- conducting the required research
- liaising internally with key stakeholders in the business with regards to ROI
- selecting and working with design agencies as appropriate.





Wider remit

Your responsibilities will be to...

- Be the main point of contact for all internal and inter-company marketing and communications.
- Develop understanding of relevant food market place, including trends in ingredients, flavours and cuisines, and to develop and share within the business this knowledge
- Recommend and implement the most cost-effective routes for developing category knowledge and sales arguments, through the purchase of (EPOS) sales data and, or via panel or bespoke research

and you will find yourself working...

- collaboratively with the NPD department in the creation and launching of appropriate products in all sectors, categories and segments where products could be marketed
- closely with the Commercial team to deliver both own label and branded sales strategies, and to communicate marketing objectives to the wider business
- as part of a team but we also expect you to be a self-starter.

The role is office based at our offices in Halstead, Essex (CO9 2SU)

Please send us your current CV along with a covering letter outlining your existing package details to hr@rmcurtis.co.uk

***** STRICTLY - NO AGENCIES PLEASE *****

Please note that if you have not heard back from us within three weeks of submitting your application, you have been unsuccessful on this occasion.

