



EMILY



## Job Description:

# BRAND MANAGER - Snacks

### The Role:

We're looking for an ambitious, energetic Brand Manager to lead our awesome snacking brands EMILY, Doisy & Dam, Indie Bay, and The Primal Pantry into the next phase of their growth. This is a unique full-mix role with tonnes of autonomy.

The perfect candidate will be a high energy team player and a commercially minded and creative FMCG marketing black belt. They will have experience of managing projects, overseeing a product portfolio, and delivering creative communications.

The role will report into the Marketing Director and work closely with our wider Marketing and Sales teams. You'll have regular interactions with other teams within the business and be given lots of face time with our Managing Director and Leadership Team.

### The Package:

Competitive salary, plus up to 30% bonus. Unlimited (yes, unlimited!!) holiday policy. Central London office with flexible working options. Full-time, permanent contract.

### Responsibilities:

- Managing the global snacking product portfolio and P+L, driving profitable revenue growth across all SKUs and customers
- Leading consumer-centric innovation projects forward from concept to launch.
- Utilising financial and market data to perform category analysis to identify opportunities for the brands to grow.
- Creatively shaping and leading the brands comms plans, working closely with the rest of the marketing team to make the brands famous.
- Working closely with the Sales team to gain new listings, drive deeper distribution and implement activations in-store.
- Measuring success and tracking marketing spend, reporting directly to the Leadership Team

### Skills / Experience required:

- Full mix FMCG brand management at ABM or BM level
- Category data analysis and insight
- Exposure to P&L
- Understanding of pricing and promotions
- Project management
- Brand planning and activation
- Product management
- Strategic mindset
- Trade / shopper marketing



EMILY



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INDIE BAY  
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### **The Business:**

Nurture Brands is a young, sustainable food & drinks business with a vision to Nurture Positive Choices through Food, Business & Beyond. We recently announced that award-winning ethical chocolate brand Doisy & Dam has joined our large “house of brands”, alongside Rebel Kitchen, EMILY, Indie Bay, The Primal Pantry, Myracle Kitchen and Jax Coco – supporting the business’ mission to become the UK’s fastest growing plant-based snacking and beverage business.

Nurture HQ is an energetic and sociable place, full of empowered, ambitious people. We live by our values, striving to Push Boundaries, Inspire Others, Do it Right, Grow Together and Keep in Balance every day. We combine the passion and fast pace of a start-up with excellent industry expertise from team members who’ve worked at businesses such as Mars, Unilever, Ella's Kitchen, Tesco & Mondelez.

### **Does this sound like the role for you?**

Email your CV and a cover letter to [victoria@nurturebrands.com](mailto:victoria@nurturebrands.com) to apply.