**Role Description & Personal Profile**

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| **Role** | |
| **Job Title:** | Regional Marketing Lead, Central and Eastern Europe |
| **Division:** | AB Neo |
| **Department:** | Commercial |
| **Location:** | Poland |
| **Role Type:**  Permanent, FTC etc | Permanent |
| **Team Structure:**  Reports to, Direct & Indirect Reports | Direct: Head of Marketing |

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| **Description** | |
| **Impact Statement:**  The contribution of the role to achieving the overall business objective. Span of impact.  Main purpose, focus of the role. | Regional Marketing Lead primary focus is to drive growth, enhance brand visibility and customer engagement, and ensure the alignment of marketing strategies with the business objectives across the region of responsibility. By developing and executing strategic marketing initiatives, leveraging data-driven insights, leading cross-functional collaboration, and implementing tailored marketing campaigns, this role directly contributes to brand development, lead generation, customer acquisition, and market penetration. |
| **Feed Safety** | * Understand the impact of processes and actions on feed safety * Carry out tasks and procedures as trained |
| **Key Responsibilities:**  The key objectives and accountabilities of the role. (5 to 10 areas) | **Regional Strategy Development and Deployment**   * Lead the development and execution of region-specific marketing strategies aligned with the company’s global objectives and strategy * Analyse regional market trends, competitive landscapes, and customer behaviours to inform strategy * Define key regional performance metrics and work toward their achievement   **Digital Marketing & Demand Generation**   * Leverage digital channels, including website, SEO, paid media, email marketing, and social media, to drive lead generation and brand awareness * Contribute to implementing marketing automation and CRM tools to nurture leads and improve conversion rates   **Content Management**   * Develop and execute a content strategy tailored to regional audiences, ensuring alignment with brand messaging * Localise and adapt global content to resonate with regional markets * Produce compelling digital and offline content, including website updates, social media, email campaigns, and sales enablement materials   **Campaign Management**   * Plan and execute multi-channel marketing campaigns that resonate with local markets * Collaborate with cross-functional teams (Commercial, Technical, and Supply Chain) to drive integrated campaigns   **Budget and Resource Management**   * Develop and manage regional marketing budgets, ensuring effective allocation of resources * Monitor and optimise the efficiency of marketing spend to maximise ROI * Ensure effective management of the marketing budget by tracking expenses and identifying areas to optimise costs (e.g., negotiating with suppliers, agencies)   **Stakeholder Collaboration**   * Work closely with agencies, and internal stakeholders to produce high-quality, engaging content * Partner with local sales teams to drive regional revenue goals and support lead generation initiatives * Work closely with the marketing team to ensure consistent messaging across all regions * Build relationships with regional influencers, media outlets, and partners to strengthen brand presence   **Data Analysis and Reporting**   * Track and analyse campaign performance, reporting on KPIs and providing insights for future improvements * Collaborate with the relevant stakeholders to implement customer satisfaction surveys * Regularly present updates to senior leadership on regional marketing performance   **Event Planning and Execution**   * Organise and participate in local and regional events, trade shows, webinars, and customer meetups * Represent the brand at key industry events and maintain a strong market presence   **Compliance and Regulatory Adherence**   * Ensure brand consistency across all communication channels * Ensure all marketing campaigns and activities comply with local laws, regulations, and industry standards * Stay up to date on regional regulatory changes that may impact marketing efforts, ensuring timely adjustments to campaigns and strategies |
| **KPI’s** | * Regional marketing strategies and plans created and approved on time * Percentage of marketing initiatives from the plan successfully executed * Number of content pieces produced for the region * Content engagement rate * Local website unique page views * Number of form fills and downloads on the local website * Number of social media posts created for the region * Impressions, engagement from social media posts * Number of leads generated for the region |
| **Key Stakeholders**  What are the challenges of the relationships, communication strategies required etc | * Marketing Team * Commercial Team * Technical Team * People and Performance Team * External agencies |

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| **Person Specification** |  | **Essential / Desirable** |
| **Knowledge:**  Consider number of years’ experience, any formal qualifications genuinely necessary or any key areas of knowledge. | * Master's degree (MBA) or equivalent advanced certifications in digital marketing, analytics, or project management * 5-8 years of marketing experience, with a focus on regional or multi-market marketing strategies, brand management, and end-to-end campaign execution * Understanding of the regional agriculture market and business culture * Content strategy skills, with expertise in creating, editing, and designing content * Proficient in brand positioning, consistency, and development within both local and global contexts * Ability to plan, execute, and evaluate marketing campaigns * Excellent collaboration skills, with the ability to work seamlessly across cross-functional teams, including sales, product, technical, and supply chain teams, as well as external agencies * Proficient in English, with fluency in Polish | E  E  D  E  E  E  E  E |
| **Key Behaviours:**  Consider which of our guiding principles are particularly relevant and also any role specific behaviours | * Accountable – takes ownership of own’s actions, behaviours, decisions and outcomes * Proactive problem-solver – focuses on identifying solutions rather than focusing on challenge * Communication seeker – ability to clearly express ideas, listen actively and collaborate effectively * Customer oriented – understands our customers’ needs and pains * Innovation – thinks creatively and bringing new ideas on the table * Structured - demonstrates thorough and meticulous approach when completing tasks * Task and project planning – breaks down complex tasks into manageable steps, sets clear objectives, and establishes timelines for completion * Creative thinker – seeks new opportunities and innovative approaches * Global networking & collaboration- actively seeks opportunities to engage with internal and external stakeholders, building relationships | E  E  E  E  D  D  D  D  E |
| **Other factors:**  Travel, Shift Working, HGV Licence etc | Adopt a creative use of technology, travel, communication mediums and face to face interaction to deliver results & team engagement, whilst achieving a sensible work life balance. | E |
| **Date Agreed:** |  | |
| **Authorised by:** |  | |