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| **Role Description** |  |
| **Name:** |  |
| **Job title:** | **Brand Manager - NAF** |
| **Reports to:** | NAF Head of Marketing (LUCY SCOTT) |
| **Location:** | Remote (with occasional travel as and when needed) |
| **Direct & Indirect Reports:** | N/a |
| **Overall Purpose:** | **To drive the next phase of NAF’s growth – building a distinctive, insight-led brand, delivering innovation and ensuring our products stand out with consumers. The Brand Manager will make visible impact in a fast-growing, specialist category by translating big-brand thinking into practical action, shaping strategy, and executing plans that strengthen NAF’s leadership in the equine supplement market.** |
| **Key Responsibilities:** | ​   * **Brand Strategy & Planning** – contribute to the development of the NAF brand strategy and long-term plans, ensuring clear positioning and growth. * **Innovation & Renovation** – manage the pipeline of new products and pack upgrades, from insight generation through to launch. * **Portfolio Managemen**t – contribute to pricing, pack architecture, and product range optimisation to maximise clarity for consumers and value for the business. * **Communications & Activation** – develop insight-led, cut-through campaigns and manage agencies to deliver effective media and creative plans. * **Trade Marketing & Commercial Support** – partner with sales to deliver strong retailer activation, trade stories, and distributor support. * Attendance and support at events both in the UK & International * **Consumer Insight & Data** – act as the voice of the consumer, leveraging research, data, and analytics to guide decisions and measure effectiveness. * **Performance Tracking –** monitor brand health, sales, and campaign results to inform future plans and optimise spend. |
| **Budgetary Responsibility:** | TBC |

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| **Person Profile** |  | **Essential or**  **Desirable** |
| **Qualifications/**  **Experience:** | * Degree in Marketing, Business or Related Field * >4 years in FMCG Marketing or Brand Managment * Proven track record in developing & executing brand strategies in FMCG environments * Strong experience in managing product launches, innovation pipelines and portfolio management * Demonstrated ability to anaylse market, consumer and competitor data to inform decisions * Experience managing/collaborating with cross functional teams and agencies * Budget management & commercial acumen * Strong communication, presentation and stakeholder management skills * Understanding of digital marketing, media planning and campaign acitivation * Genuine passion for pet care and animal welfare * Knowledge and passion for equestrian/Horses | E  E  E  E  E  E  E  E  E  E  D |
| **Key behaviours:** | **Action-orientated:** Takes iniatives, gets things done, and drives projects forward with positive energy  **Creative problem solver:** Brings fresh ideas and imaginative solutions to challenges  **Strategic thinker:** Balances day to day execution with an eye on long term brand growth  **Learns & Adapts:** Open to feedback, eager to learn, grows with the role  **Collaborative:** Works well with others, builds relationships and supports team goals  **Commercially aware:** Understands how actions impact business performance and brand value  **Organised:** Manages multiple tasks efficiently and ensures accuracy in execution  **Clear communicator:** Shares ideas and updates confidently and concisely  **Resilient:** Maintains focus and positivity when faced with setbacks or change |  |
| **Other factors (Travel, shiftworking):** |  |  |