



Assistant Brand Manager

About the role

Aligned to our brand plans & strategy, the key focus of this role is to drive our consumer and customer brand partnerships to deliver growth of our much-loved Wensleydale Creamery brand & Visitor Centre.

The role will manage the development of our current and target partnerships including our Visitor Centre and B2B / manufacturing partners to drive visibility and demonstrate the versatility of our range; a key strategic element of our exciting brand plans.

Covering a wide range of marketing activities, the role is very much hands-on, from the creation of graphics and content, to customer data analysis, to delivering campaigns to engage, drive and retain customers to our Visitor Centre. The role will help us to shape our consumer understanding to deliver our future brand plans.

Skills & Experience

- Previous brand experience in an FMCG environment – Assistant Brand Manager level
- Exceptional copywriting and editing skills with an eye for detail
- Experience with analysing data to formulate action plans
- Experience of brand marketing activity and developing partnerships
- Passionate about food and awareness of consumer trends
- Experience of delivering campaigns against timings and budgets
- Experience of cross-functional team working across a business
- Experience of influencing stakeholders at different levels of the business

You will be responsible for

- Manage & develop brand manufacturing partnerships and drive development of new partnerships to encourage our cheese usage, demonstrate its versatility and promote visibility of our brand
- Drive our Visitor Centre marketing strategy and campaigns to encourage visitor patronage in line with business strategy & budget
- Responsibility for Visitor Centre marketing budget
- Customer data analysis along with monitoring of competitor & societal trends to provide insight and ideas to formulate customer retention and acquisition strategies for our Visitor Centre & Brand
- Creation of compelling marketing materials, in-house graphics and assets (using Adobe

Creative Cloud programmes) including in-house & outsourced photography, ensuring consistency of our distinctive brand identity, values & personality

- Creation and proofing of copy / content
- Demonstrate creative flair to manage photography & filming shoots
- Work with external marketing agencies to amplify brand activity where relevant
- Ensure we incorporate best practice, quality control and assurance in line with GDPR

We support and care for our team by providing you with...

- 33 holiday per annum (pro rata for part time colleagues)
- Personal pension plan – automatically enrolled during your first complete month of employment
- Site bonus scheme
- Staff discount in our Cheese & Gift Shop at the Wensleydale Creamery Visitor Centre in Hawes
- Health cash plan – claim money back up to a set limit of c. £700 per annum towards the cost of your essential healthcare
- Reward & recognition scheme and long service awards
- Employee Assistant Programme – free and confidential service operated 24/7 for work or nonwork related problems
- Life assurance
- My Staff Shop – access to exclusive benefits, free advice and savings
- Cycle to work scheme/ salary finance
- ESOP Share Scheme
- Family Friendly Working Policies

Hours and pay

Competitive salary

Full time, permanent- flexi and hybrid working considered.

Location

Wensleydale Creamery, Gayle Lane, Hawes, North Yorkshire, DL8 3RN

How to apply

If you're interested in joining us, with the opportunity to progress and develop a career within the business, please email your CV to recruitment@wensleydale.co.uk

Closing Date: 29th July 2024