

POSITION TITLE: Director of Marketing & Product Management
REPORTS TO: Chief Executive Officer

GENERAL PURPOSE OF THE ROLE:

Reporting to the CEO of Thomas Foods International USA (TFI USA), this senior manager team member will provide leadership, strategic direction and effective coordination of the company's Marketing and New Product Management resources, initiatives and processes. Lead the vision of the company's branding and growth opportunities and motivate employees cross-functionally to believe in it and achieve it. Play a critical role in creating, launching and scaling a robust pipeline of new products and programs to drive profitable growth, whilst ensuring and managing regulatory adherence. Prepare a multi-year strategic plan defining the specific priorities and key milestones that drive success in achieving the company's vision and purpose, sales growth and brand recognition. Continuously monitor and analyze sales and marketing results against goals and make every marketing dollar work as hard as possible. Communicate openly and collaborate proactively with team and company executives.

PRIMARY RESPONSIBILITIES:

- **Strategy and Budgeting**
 - Lead implementation of the company's strategic sales and marketing plans to successfully achieve continuous profitable growth and brand loyalty.
 - Develop and manage the annual marketing and product management budgets and ROI targets. Monitor regularly and adjust timely when needed to deliver expected results.
- **Customer Insights & Opportunity Identification**
 - Implement methods to obtain reliable market feedback that can be used to support the planning and setting of sales and marketing strategies
 - Help to identify new product opportunities and product improvements to ensure market leadership and growth.
 - Responsible for developing and maintaining strong knowledge of the retail, foodservice and direct-to-consumer industry and consumer trends particularly within the meat and protein category
- **Brand Management & Ambassador**
 - Drive brand awareness and competitive market presence by actively promoting the company, products and services.
 - Develop briefs, review and align creative and product assets which assist in overall trade, product and consumer brand management and alignment to Thomas Foods's global brand strategies.
 - Cultivate a strong internal TFI USA family brand and high-quality and food safety culture amongst employees and its vendors.
 - Serve as the company's chief brand ambassador for the US and Canadian market, supporting the sales team on business development presentations and events.
 - Protect the company brand and manage and execute company communication and PR activities.

- **Trade and Consumer Marketing**
 - Manage the development and execution of trade, consumer and digital marketing activities against the program plans and budgets.
 - Manage and supervise the preparation, issuance and delivery of marketing, product packaging and communication materials.
 - Oversee co-funded marketing programs and ensure commodity board funding obtained in a timely manner
 - Monitor and analyze reports on competitor activity, price promotional programs, and other marketing activity impacts in relation to sales and report on performance and any abnormalities
- **Product Management & Commercialization**
 - Grow revenue and market share by driving and overseeing product development and launch of new products from inception through to launch.
 - Translate opportunity spaces into commercially viable product concepts via insight refinement, positioning, concept development and testing.
 - Engage extensively with customers in order to gain first-hand insight on the customers' and market feedback on the business's products.
 - Collaborate proactively with Finance and Operations executives to ensure alignment on operational capabilities and profitability expectations.
 - Manage the product specification and packaging development process and its employees
 - Ensure TFI USA remains ahead of competitors and market trends through new product development and continual product and packaging improvements, particularly improvements that align with TFI USA's environmental sustainability targets.
 - Provide recommendations back across the supply chain on changing consumer and customer needs and potential product attributes needed such as packaging and product claims and supporting integrity systems
- **Regulatory Affairs**
 - Ensure and manage regulatory adherence of all TFI USA product output in accordance to USDA and FDA regulations
 - Manage regulatory consultants, its budget and programs
 - Stay up to date on relevant regulatory requirements and changes, and communicate effectively any changes and impacts to relevant company stakeholders.
- **Employee Growth & Management**
 - Establish Department KPIs and individual goals. Monitor and communicate frequently with team members on progress toward goals, mentoring and developing individuals to optimize their potential.
 - Hire, train, mentor, develop and coach staff.
 - Provide enthusiastic leadership for a strong work ethic amongst TFI USA employees and their business partners

JOB REQUIREMENTS:

- Bachelor's degree in marketing or related field, plus 10+ years of proven work experience in a Marketing and/or Product Management role within a food manufacturing environment, meat industry experience preferred.
- Experience leading product development initiatives, ideally through use of innovation funnel and stage-gate processes.
- 5+ years of proven leadership experience and ability to mentor and develop staff
- Possess strong knowledge and passion of food items and food marketing
- Strong business and financial acumen, with analytical ability to assess, steer and report on the business' KPI's and overall trends and results vs. goals.
- Ability to lead, motivate and collaborate across a cross-functional team of stakeholders
- Strategic thinker with proven experience thinking outside the box
- Ability to build relationships with customers and outside vendors
- Strong organizational and time management skills
- Excellent communication and presentation skills; need to influence up & across the organization
- Self-starter with high level of initiatives and a strong sense of ownership and urgency, alongside the ability to be flexible to frequent changes and reacting quickly.
- Strong attention to detail and ability to prioritize multiple projects and priorities in a dynamic working environment
- Able and willing to work in a fast-paced, team-oriented environment
- Intellectual curiosity, comfort with ambiguity, sense of humor, stamina, proactive approach and work ethic appropriate for a fast-paced, growth-oriented team
- Hands on, approachable and professional leadership style.
- Travel required up to 50% of the time, both domestically and internationally
- Understand and abide by all safety regulations as well as policies and procedure set forth by Thomas Foods International, USA

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Please send applications to - jobs@thomasfoodsusa.com