



Thank you for your interest in our exciting new opportunity here at Delicious Alchemy.

Please read the contents of this application pack thoroughly.

Enclosed you will find;

- Details of whom to contact regarding the role
- Detailed instructions on how to apply for the position
- Overview of the Recruitment Process
- A detailed Role Profile

Who to contact

Please do not contact us here at Delicious Alchemy directly. Our retained consultants managing the application process for this role are HR Guardian Angels. Please liaise with them directly. The lead consultant there is Pennie Raven. You can contact her via email :pennie@hrguardianangels.com, or call on 07702 573 526. Always quote in reference to 'Delicious Alchemy Marketing Manager' and state where or whom you learned about the opportunity from.

How to apply for the position

Please send a covering letter outlining your;

- Reasons for interest
- Relevant experience
- Your current remuneration (where relevant)
- Your target remuneration (either a day rate or monthly fee), if you are unsure – please enter a price range which will be of interest to you. This will not rule you out of the process, if your requirements do not fit with our expectations, we will give you an opportunity to reconsider your pricing proposal if your details are of interest to us.
- Why you are seeking a new opportunity

Attach a detailed CV

Attach your current Job Description



The Recruitment Process

If we are interested in your experience, we will send you an editable version of the Role Profile. You will be required to colour code the Role Profile using a 'traffic light' colour scheme. You will highlight each statement with a colour we advise, which will give us a visual representation of your areas of strengths, experience and expertise. You will also be invited to add additional relevant duties to the role profiler where you believe the role will be strengthened if it encompassed more of your personal skills, knowledge and experience.

Once we have received your colour coded role profile, we will contact you to arrange a telephone interview.

After the telephone interviews are completed with all interested parties we will then compile a shortlist of candidates to present to the Managing Director. The Managing Director will further shortlist candidates. You will then be invited to attend a telephone interview with the Managing Director. The Managing Director will then decide on which candidates she wishes to meet with for interview and selection.

We anticipate this process to run throughout January, with the appointment being made in February.

Job Title	Marketing Manager	
Department:	Central	
Permanent / Fixed Term / Temporary:	Part-time	
Reporting To:	Managing Director	
Primary Location:	Sheffield – United Kingdom, with some UK travel	
Salary Range:	TBD	
Package Options:	Part Time – Self Employed – Negotiable day rate	
Author:	PR/EK	
Version:	1.0	
Authorised by:	EK	Date: 12 th December 2011

About the company and the opportunity

Delicious Alchemy is growing!

For 6 years, Delicious Alchemy has been the name behind exciting food technology advances with a single mission... to delight the taste buds of people suffering from Coeliac Disease by providing tasty gluten free alternatives. This



single mission has ensured supermarkets all over the UK now provide delicious, nutritious gluten free food products, many of which are supplied by Delicious Alchemy.

The time has come for Delicious Alchemy to expand our product range, our market presence and our team at HQ based in Sheffield, United Kingdom.

Delicious Alchemy develops and produces a range of gluten free, grocery products for a number of the UK supermarkets .

The company is offering the opportunity for the appointee to be work on a Part Time Self Employed basis.

This represents a great opportunity for an existing Freelance or for a Marketing professional contemplating setting up their own business.

Applicants are invited to propose their own salary requirements.

Role Overview

To help us achieve our growth plans, we require a proactive Marketing Manager who can build strong relationships with key stakeholders, communicate to very high level, and set measures for success and review performance against these.

If you are a first rate Marketing Manager, we need you to further develop our penetration of the UK Market – for retail, consumer, business to business, and business to public sector.

Reporting directly to the Managing Director, you must translate brand plans, shopper insight and retail knowledge into Marketing plans. Alongside this, you will identify recommendations and solutions for product opportunities whilst playing a key role in the commercial team.

The role is extremely diverse. Firstly, you will redefine how the company is perceived to the outside world – modernising its portrayal of itself and in the process, making it an enticing proposition to potential customers.

Working closely with the NPD team, you will gather consumer insight to ensure that the company is always leading the way with the latest trends in what is a quickly evolving sector of the food industry.

You will develop, implement and manage an up to date marketing and communication strategy for the business, including social media as well as the development of brand and own label plans to guide innovation and new products leading to continued profitable growth. This will involve customer listening as well as market information gathering, to ensure that Delicious Alchemy is surpassing customer and consumer expectations. In addition, you will play a key part in the difficult task of defining the company internally – helping to push things on to the next level with a long-standing team.



This is an opportunity to be at the heart of a business and its operations with potential to offer fantastic progression opportunities for successful employees as the business grows.

You will be the driving force behind the development of Delicious Alchemy brand and its portfolio and a true brand champion to drive expansion. You will attend sales trade shows to showcase the brand.

You will develop the overall strategy and have a clear and strong understanding of the market and track information on relevant performance measures, competitor initiatives, consumer insight and trends.

Key Targets and Objectives

The job holder will propose and negotiate their Key Targets and Objectives, and Key Performance Indicators directly with the Managing Director.

Key Dimensions

Supervision (Given and Received)	<p>The company has engaged the services of an external PR freelancer. The Marketing Manager will be responsible for ensuring the supplier delivers the business PR Objectives</p> <p>The Marketing Manager reports directly to the Managing Director. The Marketing Manager is expected to work with minimum supervision. Must be a self-starter.</p> <p>The Marketing Manager post is a standalone, self-supporting role. Therefore it is essential that you enjoy the hands on side of marketing, along with your passion for strategy and tools.</p>
Authorities and Budgets	<p>The Marketing Manager will discuss and negotiate budgets directly with the Managing Director.</p> <p>It will be for the Marketing Manager to broadly discuss anticipated budget requirements for a range of strategic solutions to enable the Managing Director to understand alternatives and make effective decisions on budget availability.</p>
Communication and Internal / External Contacts	<p>Internal - Yes External - Yes</p>
Decision Making Authority	<p>Upon sign off of the strategy and budget by the Managing Director, you will be responsible for all marketing and PR</p>



	<p>spend decisions.</p> <p>Budgets and Forecasts will be regularly reviewed with the Managing Director</p>
Process Accountabilities	<p>Set up standard operating procedures for marketing and budget related activity.</p> <p>Adhere to customer standard operating procedures where applicable.</p> <p>Align customer and company procedures.</p> <p>Manage the agency selection process for key agencies, including advertising, event management producers and PR agency</p> <p>To maintain strong working relationships with appointed marketing agencies and incumbent agencies such as media buying, branding, research and PR</p> <p>To build and grow the company contact database, maximising contacts and contact details from social media activity</p>
Main Responsibilities	
<p>To be responsible for developing and maintaining marketing strategies to meet agreed company objectives.</p> <p>To evaluate customer research, analyse market conditions, assess competitor data and implement and adapt on-going marketing plan as required.</p> <p>To oversee all marketing, advertising and promotional staff and activities.</p> <p>To plan, manage and run trade shows / exhibitions / specific events for the company.</p> <p>To promote Delicious Alchemy products at trade shows and exhibitions both in business to business and business to consumer spheres.</p> <p>Production of a cohesive strategic Marketing Plan;</p> <ul style="list-style-type: none">▪ Our target audience is a diverse one. Our Marketing Plan must ensure we connect with Consumers, Big 5 Food Retailers, Allergy Consultants, Dieticians, G.P's, Chemists and Coeliac support and awareness organisations,▪ The various strands of the Marketing Plan as a minimum will need to address;	



- The business of Delicious Alchemy – a corporate marketing plan
- Interaction and support for customers 'white labelled' products
- Our consumers - for brand and product awareness, to promote Coeliac Disease awareness, share advances in therapies, treatments, food products and tasty recipes – creating a community (as opposed to simply selling to consumers)
- New Product Introduction (to each of our market segments) including a direct to consumer strategic plan for Delicious Alchemy branded products.

Develop the web strategy, design of the consumer website and integration into all relevant systems where appropriate.

Measures of Success

To implement, monitor and report key performance indicators on the success of all marketing activity

To appraise the effectiveness of marketing communications activity back to the agreed marketing strategy objectives

Define measures of success for all digital channels

Manage the marketing programme to budget, producing regular budget reports

Produce and present regular update reports

Education Background / Levels of Attainment

Excellent Maths
Excellent English
Marketing related qualification or minimum 2 years in Marketing Management

Experience

Previous FMCG sales experience in the UK food business with a thorough knowledge of the own label UK retail sector

Experience of developing significant business with at least one of the UK's top 10 retailers;



Ability to identify relevant sales channels to maximize the product portfolio

Flexibility to adapt activity to meet needs of different sales channels

Knowledge and understanding of Coeliac Disease may be advantageous

Some experience dealing direct with consumers typically experiencing a range of health and product related concerns

Experience of liaising with Bursaries within medical centres to ensure company products are listed for prescription

Skills

Highly organised with a talent for managing multiple projects concurrently

Works flexibly and effectively alongside others to deliver agreed initiatives

Sets challenging targets and demonstrates commitment and resilience to deliver these

Takes a driving role in internal and external marketing meetings

Presents ideas and concepts convincingly and targeted appropriately to the audience, resulting in agreement and changes in opinions and behaviour

Able to interpret insight and market data to develop NPD concepts in line with brand strategy

Proactive in negotiating cost effective services from our marketing agencies and suppliers

Is effective in the face of changing demands/pressures, events or tasks

Creates clear detailed plans and timescales, identifying resources appropriately, and monitors progress and acts accordingly. Prioritises and communicates to effectively meet deadlines

Computer Programmes:

Microsoft Word, Excel, PowerPoint

Website editing

Newsletter mailing software

Personality Attributes



Ability to visualise concepts clearly and enthuse the team with that vision

Extremely personable with a passion for developing strong relationships

Excellent communication skills, and a strong commercial drive supported by sound business insight are sought to be truly effective in this role.