

POSITION DESCRIPTION

JOB TITLE:	PRODUCT MARKETING MANAGER – BREAD CATEGORY
DEPARTMENT:	MARKETING
EXEMPTION STATUS:	EXEMPT
REPORTING RELATIONSHIP:	VP OF MARKETING & INNOVATION
LOCATION:	ST. PETERSBURG, FLORIDA
DATE PREPARED:	FEBRUARY, 2024

Job Description:

The function of the Marketing team encompasses four main areas: 1) consumer and market insights and data analysis, 2) internal and external communications [media, public relations, etc.], 3) product category management, and 4) research & development (R&D) on existing and new products as part of innovation process. The Marketing Manager - Bread Category will manage the company's bread portfolio across all product formats (Freezer-To-Oven and Fully-Baked) and channels (Foodservice; In-Store Bakery (ISB); Frozen Retail). Significant time is spent working with cross-functional teams within Unibake to coordinate resources, execute strategic initiatives, and deliver against commercial strategies and plans.

Essential Functions:

1. Develop strategies and plans for growing the bread category through value-engineering, new product development, and product innovation efforts.
2. Partner with sales team to optimize sales efforts (in Foodservice and ISB) with relevant and meaningful product expertise and category insights. Lead effort with US Sales team to create tailored category reviews for key customers (both Foodservice and ISB/Retail).
3. Lead cross-functional teams in new product development (both strategic and bespoke) and commercialization, working closely with Corporate Executive Chef, research & development, and digital marketing/marketing communications functions.
4. Develop and execute annual category plan, based on portfolio knowledge and category insights from data and competitive analyses.
5. Maintain an in-depth understanding of the consumer, category, competition, and market trends and leverage those insights appropriately to grow the business.
6. Direct cross-functional teams in new product development and commercialization, working with Corporate Executive Chef, R&D, and Digital Manager
7. Coordinate with UBI on global category management initiatives and US execution of those initiatives, while making sure that the US-perspective is understood and taken into consideration during the planning phases of global initiatives at UBI

8. Participate in monthly S&OP (sales and operations planning) process, providing an overview on portfolio performance, proposed portfolio changes, and a dashboard on innovation projects.

Additional Responsibilities:

- Participate in annual trade shows (NACS & IDDBA) and assist in the cross-functional preparation for such shows.
- Stay informed of industry changes and developments (competitors, products, tactics, etc.)
- Perform other related duties as requested or assigned

Organizational Core Competencies:

- **Analytical Abilities:** Data mining and reporting is a critical role for this position. Must be able to interpret data, not just report it.
- **Customer Focus:** Builds and maintains effective and positive relationships with internal and external customers. Operates with a customer focus in mind and consistently delivers outstanding customer service.
- **Getting Results ("Can Do" Spirit):** Performs work with energy and drive; values planning, but takes quick, decisive action on opportunities.
- **Collaboration:** Collaborates positively to achieve team and company objectives. Builds strong relationships with fellow employees and customers.

Qualifications:

- BA/BS required in Marketing, Business, or related field.
- Minimum of 6-8 years of product marketing and/or brand management experience; consumer packaged goods experience is highly preferred.
- Strong business and financial acumen, strategic thinking, and analytical skills.
- Excellent verbal and written communication skills.
- Very strong interpersonal skills.
- Highly organized with ability to manage multiple projects simultaneously.
- Experience working with primary research and syndicated data (Nielsen, IRI)
- Strong sense of urgency; self-motivated
- Ability to travel as needed

Compensation:

- Competitive salary paid bi-weekly. Performance evaluations are done annually.
- **Bonus potential:** There is an opportunity to earn up to 10% of annual salary based on the Company attaining the sales and profitability goals established by the SLT (senior leadership



team) for each calendar year and achievement of personal objectives. All bonus payments are discretionary and reviewed by the President each year.

- **Benefits:** Lantmännen Unibake offers a comprehensive health and benefits plan that includes health, dental, vision, LTD, STD and supplemental life insurance. We also offer a 401k program with a company match of 100% on the first 6% of your contribution.
- **Paid Time Off (PTO):** 15 days of PTO annually, which is to be used for vacations, personal days off and sick days. At your 5- and 10-year anniversary, the accrual rate will increase to reflect an additional 5 days of PTO each.
- **Holidays:** 9 paid holidays per year.

Introductory Period:

New employees are subject to a 90-day introductory period. Employment offer is based on the acceptable completion of a background check, as well as a drug screening test completed prior to start date.