

# Higgidy Marketing & Communications Manager

Job description – December 2011

## **A bit about higgidy:**

Higgidy is a maker of award winning pies and quiches and one of the fastest growing privately owned food manufacturers in the UK. We make a 150,000 pies and quiches a week and many of our processes are done by hand which gives us our distinctive handmade feel. We now sell our products through most of the major supermarket retailers.

Our brand is becoming increasingly better known and has come a long way on precious little investment. We believe, however, that with the right team behind it we can take it to the next level and become a household name that is loved and recognised nationally.

Camilla, who founded the business, continues to lead the product development team and we have a number of exciting projects in the pipeline. We all work out of our big kitchen by the sea in Shoreham-by-Sea (an easy commute from Brighton).

## **Job purpose:**

Your responsibility is to manage, develop and promote the higgidy brand in a commercially sustainable way.

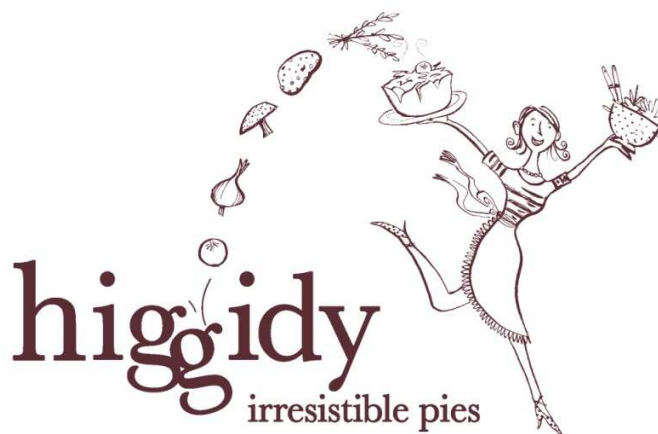
## **Person description:**

This role will suit an entrepreneurial and ambitious character who is a creative communicator and is commercially savvy, 'hands on' and will thrive in a fast-paced and fun atmosphere. It could be helpful to have experience of marketing within the FMCG sector but, more important than this, is that you can demonstrate experience of developing and coordinating innovative communication campaigns that have produced a return on their investment many times over. .

The managerial and strategic aspects of this role are as important as the creative aspect. You will coordinate people from a number of disciplines (such as graphic design, events, pr etc) and as such we will be looking for good management experience. There is one particular creative skill that would be a particular asset in this role which is the ability to write good copy and capture the 'higgidy' voice

## **The reason for creating this role:**

Communicating our values and who we are is central to our success. The higgidy brand has been carefully nurtured to this point but without a vast marketing budget. The creation of this role reflects Higgidy's ambition to move to the next level and realize some of the many opportunities in the market place.



**Your specific responsibilities will include:**

**1. Strategy**

- Construct and execute strategic annual marketing plan
- Coordinate number of marketing opportunities to support our brand positioning
- Market new product launches

**2. Social Media and Web**

- Harnessing the energy of the higgidy lovers (our 13,000 current subscribers)
- Growing social media members
- Synergy between of on-pack activity with web and media
- Development of the newsletter
- Development and maintenance of the website
- Working with retailers and other companies to develop brand association

**3. Packaging and Printed marketing**

- Coordinating and implementing changes to pack designs
- Working with packaging designers and directors on packaging design to bring about brand positioning and range differentiation
- Driving other brand initiatives opportunities such a cook books etc

**4. Events**

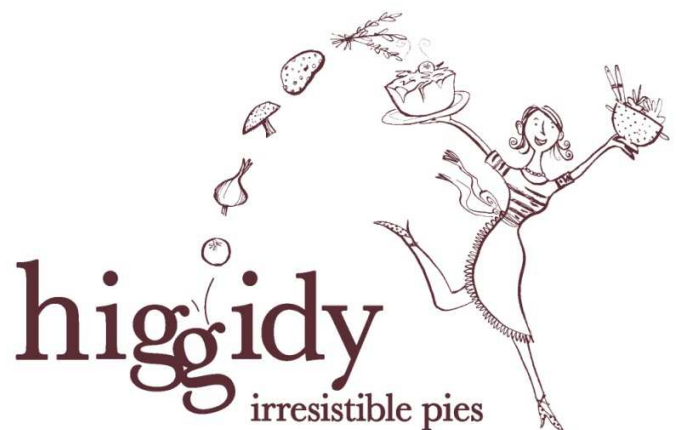
- Coordinating the retail plan and development of the Higgidy trailer as a marketing tool and retail concept
- Coordinating sampling events

**5. Trade**

- Development 'Point of sale' in store and on line
- Coordinating marketing plan/ objectives with promotional activity
- In store merchandising

**6. PR**

- Managing and generating internal PR opportunities
- Managing and maximising spend with external PR company



**You will mostly interact with:**

- Directors
- Graphic and web designer
- Outside Consultants/ Specialists (PR, Pack Design, Pack and Lifestyle Photography)
- The Manager of the higgidy trailer
- Sales Analyst

**Your measurable performance indicators are:**

- Like for like sales figures in nominated branded accounts
- Like for like brand recognition in an online survey
- Points based quantities/ qualitative measure of PR incidents
- Volume and interaction of Higgidy lovers, facebook member and twitter followers
- Volume of positive correspondence and web visits/ interactions

**What does success look like?**

- Higgidy is recognised as the Number 1 premium pie brand in the country
- The look and feel of higgidy's packaging and marketing materials epitomise our values and ethos whilst also having the best on-shelf stand out in the category
- Higgidy becomes well known as food start up success story and Camilla becomes a minor celebrity!
- The trailer develops into a commercially viable enterprise that 'converts' new customers and informs brand development
- Growth in volume and interaction levels with Higgidy lovers, facebook member and twitter followers vastly increases
- Our ranges become increasingly clearly differentiated but with strong cohesion and brand identity.
- Comparisons are drawn between the Higgidy brand development and other strong emerging food brands such as Innocent Drinks, Green and Blacks and Dorset Cereals
- Low budget but very clever marketing campaigns achieve huge brand awareness
- You have to field calls from huge UK FMCG brands wanting you to come and be their marketing director but you decline because you are having so much fun



### How to apply

Applications should be sent by email to Alice Amies at [alice.amies@macaulaysearch.com](mailto:alice.amies@macaulaysearch.com)

The closing date for applications is Friday 20<sup>th</sup> January.

Your application should comprise:

- a full CV, including educational and professional qualifications, a full employment history showing the more significant positions, responsibilities held, relevant achievements and latest remuneration including all benefits;
- a covering note of not more than 1.5 pages summarising your proven ability related to the person specification and job description;
- daytime, evening and/or mobile telephone numbers (to be used with discretion);

Please also note in your covering letter your availability for the interview dates (see below).

### Process

Macaulay Search has been engaged as advisor on this appointment. A selection of candidates will be invited to interview with Higgidy on 6th February. A smaller number of candidates will be invited to a second round of interviews scheduled for 13th February.

The appointment will be made subject to the receipt of satisfactory references. The successful candidate will be expected to take up the post as soon as is reasonably possible.

