**NURTURE BRANDS**

**BRAND manager**

**The Business:**

Nurture Brands is a beverage and snacking company focused on great taste, health, minimal processing and natural ingredients. Our mission is to create a brighter future in drinks and snacking. Our brands include Rebel Kitchen raw coconut water, juices and health shots; EMILY seaweed and vegetable crisps; and Jax Coco still and sparkling coconut drinks. Our business is B Corp Certified and gives 1% of our net revenue to charities affiliated with 1% for the Planet. Our business has doubled in size since it was founded in March 2019 and is on track to grow >20% in 2025 to deliver £12m in revenue. Our long-term plan is to create a better food and beverage company that is focused on great taste and health. We have no debt, institutional investors or private equity, which means we can reinvest back into our brands and do the right thing for the long term.

Culturally, Nurture Brands is an energetic and sociable place to work with a modern, spacious office at our juice factory in Kent. We combine all the passion and hunger of a start-up with excellent industry experience from some of the largest consumer goods and grocery businesses in the UK.

**About you:**

Are you a Brand Manager looking for your next role or an ambitious Assistant Brand Manager looking to make a step up? We’re looking for a brand manager to take ownership on some of our fantastic healthier snack and drinks brands! In managing these brands you will get the opportunity to work on the development and implementation of innovation & marketing plans with autonomy and will be entrusted to take ownership of the full product lifestyle form idea, to launch through to awareness and trial driving. You will also work alongside the marketing director on our largest brands, supporting as needed on activation.

Our brands are sold out of home, online and in the grocery channel and span across categories and countries. We are a small team at Nurture so this is a hands on roll but a brilliant opportunity to gain valuable experience of project management, product development, marketing, brand partnerships & agency management.

This is a key role in the team and so we are looking for a self starter who can work with pace and autonomy. Your role will play a pivotal role in delivering our brand and business ambitions and help us continue to drive our brand and profit growth.

**What does our Brand Manager do?**

This varied role will see you carrying out a number of responsibilities including:

* Developing & owning your brand plan across Emily Crisp and Jax Coco and working alongside the Marketing Director on how they fit into the overall Nurture brand strategy
* Working with our free lance social media & PR manager, agreeing and ensuring implementation of all social media; influencer campaigns & PR coverage
* Working with our global team and agencies to ensure success in Asia & Europe
* Leading the booking; planning and implementation of any brand sampling events across all brands and countries including
* Brief and work closely with our in house designer on all brand; marketing; packaging; merchandise and presentation materials
* Working alongside the sales director and marketing director to build strong customer sell in rationales
* Inspiring innovation and working with our product developer and manufacturing teams to create award worthy snacking and drinks innovation
* Nurturing strong commercial relationships and influencing key stakeholders within the Nurture business through high levels of communication, project delivery and product knowledge
* Being willing to ‘get stuck’ in– at Nurture we have a ‘one team’ mentality. No task is below any of us, this can mean some days our directors are out on the streets of London handing our samples or posting out product to influencers and journalists

**Who is the right person for this Brand Manager role?**

The right person will have as many of the following skills and attributes as possible:

* Experience in brand and/or product management
* The ability to manage the end-to-end product cycle working with pace and meeting deadlines
* Experience in working with and managing agencies and/or free lance design & social media teams
* Have a proven track record of creative and customer focused product launches within a B2C and/or B2b role
* Have the ability to innovate and think creatively with experience in using category and shopper insights to formulate a clear brand plans
* The ability to communicate, present and influence effectively at all levels of the business, with practical organisation and drive to deliver projects to completion.

**What can we offer you?**

We have a relaxed culture at Nurture Brands with a brilliant team and mix of people with many years of experience, but on top of that this role offers:

* £40-£45k depending on experience
* Our Head Office roles come with hybrid working giving you the ability to work 3 days in the office and up to 2 days at home and flexibility on start/finish time.
* Salary sacrifice into pension plan
* 25 days holiday + bank holidays (additional holiday grows with years’ service up to 30 days per year)
* When you are in the office you will be based in a great central London location in the beautiful area of Mayfair (a few mins walk from Oxford Street and Bond Street tube stations as well as Hyde Park).
* We believe in working hard and playing hard and have frequent social events.
* You will also be eligible for a 10% bonus (based on business performance)
* Obviously we also have juices, coconut water and snacks at hand for you to help yourself to whenever you like (oh and did we mention we have a gym and showers on site)