



Assistant Brand Manager

We're looking for an ambitious Assistant Brand Manager to join our PROPER marketing team. They will be a creative problem solver, with a passion for brands and strong commercial marketing acumen. They will need to be comfortable with the autonomy that comes with working in a fast-paced, dynamic start-up environment, managing the day-to-day running of projects and activations on our well-loved PROPER snacks.

The person:

This person will be creative, ambitious and excited about making a substantial contribution to the future growth of our PROPER snacks ranges. They must be highly organised, have close attention to detail and be motivated to see every project through from beginning to end. This person will be a natural brand and product story-teller, with a desire to learn and develop into a well-rounded commercial marketer.

Your responsibilities:

- Day-to-day management of live marketing projects and activations, including delivery of NPD projects on our key snacks ranges.
- Close collaboration with Trade Marketing Manager to ensure consistent and impactful communications on all product focused campaigns.
- Monitor and analyse brand and product range performance, including key NPD launches, and proposing appropriate course of action when relevant.
- A good grasp of product focused research process and methods, with ability to take the lead on research projects and sharing insights with broader team.
- Collaborate with internal Creative Team on marketing activations, delivering well thought through briefs, with the ability to give clear feedback for the best creative output.
- Work closely with Senior Marketing Manager to define and implement longer term strategy across all PROPER products (current and future) as part of annual Brand Planning process.
- Supporting our Head of International in executing International marketing campaigns in key European countries.
- Part-management of our Marketing team budget, phasing spend by month and tracking actual spend versus forecast.

Requirements:

- Minimum 2-3 years in marketing role
- FMCG background and understanding of industry strongly preferred

- Great organisation skills with attention to detail
- A self-starter with a positive 'can do' attitude who wants to get involved and learn
- Collaborative and happy to work with a mix of roles and people
- A love for solving problems and dealing with challenges
- Most importantly, a passion for the food industry and the PROPER brand

About PROPER:

Cassandra and Ryan launched PROPER eight years ago, cold-calling and packing boxes of popcorn from their living room. Since then, we've grown into one of the fastest growing independent businesses in Europe and the number one premium popcorn brand in the UK. Our passionate team continue to have even bigger and better global ambitions, so there couldn't be a better time to join this incredibly dynamic and creative company.

This year, we were awarded the "Best Brand to Work For" by Creative Pool. Our canal-side office is home to our team of 45 and several other ambitious start-ups. A 10-minute walk from Angel and Old Street, we have an in-house chef who makes us breakfast and lunch and you'll get unlimited holiday after 2 years at the company. Goes without saying you'll have an unlimited supply of popcorn as well!

If this sounds like the role and team for you, please send a short covering letter and your CV to daisy@propercorn.com.

