

Job Title: Marketing Manager, Innovation

Reports To: Marketing Director

Department: MARKETING

Location: Westport, CT (in office 3 days per week, Monday through Wednesday, until further notice)

Payroll: Newman's Own, Inc.

Classification: Exempt

Background

Newman's Own is the delicious junk-free food brand that helps kids who face adversity. Newman's Own, Inc. (NOI) is the for-profit commercial organization that makes this food and gives 100% of its after-tax profits to Newman's Own Foundation. Newman's Own Foundation (NOF) is the not-for-profit organization that uses this money to nourish and transform the lives of children who face adversity.

Position Overview

The Marketing Manager of Innovation helps deliver new product development, renovation, and cost savings initiatives for all NOI produced products that are sold in the U.S. The product portfolio includes the following categories: frozen pizza, salad dressings, pasta sauce, salsa, oil & vinegar, cookies, popcorn, lemonade, and dog treats. Newman's Own licensed products (i.e., coffee, tea, etc.) are not within the scope of this role.

Responsibilities Include, But Are Not Limited To

- Help develop and maintain a 5-year innovation roadmap for the brand's strategic growth categories. Innovation includes both product and commercial innovation. Gain strategic alignment cross-functionally and with leadership.
- Lead project management for all innovation, renovation and cost savings initiatives with cross functional team and deliver them on time and on budget.
- Work closely with Consumer Insights, R&D, Supply Chain and fellow Marketing team members to develop and vet robust innovation ideas.
- Develop, test and qualify new product concepts with consumers to support innovation pipeline.
- Leverage core innovation processes and procedures such as an innovation stage gate process and internal project management tools to document and steer projects. Gain strategic alignment and participation cross-functionally.
- Partner with Consumer Insights to deepen consumer knowledge across core NO categories (frozen pizza, dressings, pasta sauce, lemonade, cookies, and dog treats), identify white space growth opportunities for the brand and build breakthrough product and commercial innovation initiatives that win with target consumers.
- Partner with strategic external partners to identify trends and other strategic inputs into the innovation planning process.
- Manage relationships with packaging design and production agencies.
- Participate in the annual marketing planning process.
- Collaborate with Sales Planning to develop trade sell-in decks for all new innovation.
- Develop and manage innovation budget.

- Monitor category trends, innovation trends and competitive activity and share insights with broader marketing team.

Skills and Characteristics

- Strategic thought leadership
- New product development
- Project management
- Brand management
- Consumer insight development
- Concept writing
- Qualitative and quantitative consumer research
- Agency management
- Able to manage multiple projects at once
- Work well collaboratively and independently
- Highly creative
- Passionate about food
- Self-motivated, self-starter
- Problem-solving and can-do attitude
- Excellent written and verbal communication skills
- Strong Microsoft Excel, Project, PowerPoint and Word skills

Work Experience

- Minimum of 5 years of experience in CPG brand management leading new product development required.
- Experience in CPG food is required.
- Experience at small to mid-size company is a plus.

Education

BA/BS and MBA degrees required.