



Brand Manager

At BOL, we're on a mission to become the leading naturally plant powered food brand on planet earth. Admittedly we have some way to go in order to achieve these lofty heights but almost 6 years in, we've made a good start and are now seen as one of the leading plant-based brands in the UK.

Our purpose is to 'inspire the world to eat more plants.' We know that our food choices are the biggest environmental decision we face every day, so wherever people are on their foodie journey at BOL we aim to offer something delicious, healthy and quick for every occasion so that we can help make eating a mainly plant based diet the norm.

To support us with our ambitions, we're looking for an outstanding brand marketer to oversee the growth of our brand and portfolio. Leading the business through your ideas, plans and campaigns to deliver our ambition.

The Brand, Marketing & Innovation team is led by Jeremy, who you will report to. The team consists of the brand team (2 Brand Managers), the products & innovation team, communications team (includes in-house creative & digital) + various freelancers & agencies.

The person

You'll already be excited about joining the BOL fam, believe in our purpose and to help deliver our growth. To be successful in the role you will need to be creative, adaptable, analytical and passionate about building brands and cutting through the noise – curious to learn more and passionate to teach the team

You will need to have the following experience:

- 5+ years Brand Management experience within FMCG marketing, preferably with blue chip experience, bonus to have had start-up experience too.
- Proven project management skills, loves new media and a genuine foodie who's excited about helping to help take BOL to the next level.
- Numerically strong with data analytical skills that lead to strong insights, recommendations & where appropriate banging briefs.
- Curious to challenge the numbers too and comfortable navigating customer data sources such as Tesco Dunhumby / JS I2C to spot the key trends
- You will be brimming with creative ideas to help bring to life our marketing & product development plans.
- As well as working on big, exciting creative projects, you will be just as happy & enthusiastic to work on the small touches too.
- Excellent attention to detail.
- Energetic and diligent to lead and influence the business.

The role in brief

- Full end to end ownership of ½ of the portfolio focusing on in year delivery.
- Leading the cross-function group and the business to deliver the KPIs (NR, GM, Distribution, ROS and penetration KPI delivery).
- Use category & consumer insight to inform & improve the existing BOL range & innovation pipe.
- Co-lead through the line campaign planning delivering strong ROI, management agency partners, and full activation across all touchpoints.
- Highly motivated energetic radiator who naturally leads people & projects.



What you will get here

Trying to do the right thing has been part of our DNA since day 1, we have always tried to be a force for good as a business so embrace equal opportunities and cultural diversity in everything that we do. We take our products as serious as it gets, our responsibility to both people & planet too (we have just received our B Corp accreditation)– we believe the serious stuff can still be delivered in a fun high energy environment though. Leave the corporate mumbo jumbo at the door.

This role will largely be based out of the Veg Pad which is an awesome top floor studio with views across London – chasing down those evening sunsets from the terrace is a particular passion point for a number of the team.

The freebie food & drink benefits from here are pretty endless, think freshly brewed coffee from the smiley barista, plant powered brekkie, lunch and dinner on BOL not to mention the free beer, cider & prosecco taps.

The team, culture and relationships built here are second to none.

You will get the opportunity to help create and execute game changing campaigns from a brand with passion and purpose.

How to apply

Please e-mail your CV + a short cover note on why you're excited by this role and opportunity to Leon.Milns@bolfoods.com