

## Marketing Graduate

At Musgrave, we've been Growing Good Business for over 140 years. And we're not stopping there. In fact, we're just getting started. As Ireland's largest private sector employer, we welcome talented people who want to be part of a thriving business with real purpose. Every role at Musgrave is a chance to define what Growing Good Business means.

We are currently recruiting for our award-winning Graduate Development Programme and we want you to bring your good to our business and develop your career with us.

<b>Role:</b>	Marketing Graduate	<b>Location:</b>	Hybrid with office location in Cork
<b>Type:</b>	2-year contract	<b>Travel Required:</b>	Occasional business travel
<b>Department:</b>	Marketing		

## Purpose & Scope

At Musgrave, we support thousands of retail and foodservice family businesses. Every day we feed one in three people in Ireland through 11 marketing leading food and beverage brands that include SuperValu, Centra, Daybreak, Mace and Musgrave MarketPlace. At Musgrave our values and purpose challenge and inspire us to do the right thing, with a focus on practising good, fair and honest business, a commitment to profit with purpose and working relentlessly to innovate and lead the way in our market. Our brands are successful because they meet the changing needs of today's shoppers and are developed in collaboration with outstanding local entrepreneurs based in the communities they serve. Our brands aim to deliver value and quality 24/7, so shoppers enjoy the everyday staples they have come to expect in-store, online and on-the-go.

Our award-winning marketing teams are innovating every day to entice shoppers to visit our stores and develop campaigns to educate and encourage consumers to eat healthily, champion local and make better choices when they shop. Our marketing teams have vast experience and knowledge of championing local communities and for establishing our brands' food leadership and quality credentials.

As a Marketing Graduate, you'll work with the SuperValu and Centra marketing teams in our retail business in Cork. These teams are responsible for marketing activity for the SuperValu and Centra brands across the Republic of Ireland. Our Marketing Programme is an important talent pipeline for our business in terms of developing the strategic, business and interpersonal skills required to work in a competitive retail marketing industry. Former Marketing Graduates have progressed to Marketing Manager and Brand Manager roles in our business. This is an excellent opportunity for graduates with a keen interest in the food and beverage retail/wholesale industry and who are results-driven, commercially-focused and with a desire to drive business performance. You must hold either an Honours degree (level 8) or postgraduate qualification (level 9) in Marketing or marketing-related discipline to be considered for this opportunity.

The scope of the Marketing Graduate role comprises a two-year experiential development programme. To support your development and business knowledge, you will get experience working across both market-leading retail brands, SuperValu and Centra. The programme will provide you with wide experience across the retail marketing field.

## Key Activities

Marketing Graduates will typically rotate across the SuperValu and Centra marketing teams during the Programme and the following provides an overview of the typical activities within key areas. Other rotational experiences may arise due to business requirements and details of typical activities and responsibilities would be provided at that point.

### Key Activities

- Working as a key member of the Marketing Department to deliver on our commercial brand plans.
- Working on cross functional teams with Trading and Sales to deliver on business objectives.
- Building strong relationships with our retail partners to execute national and local initiatives that will deliver for our retail partners and our brands.
- Measurement and reporting of key activation in-store; management of relevant targets.

- Supporting the delivery and implementation of local and national marketing plans on time and within budget.
- Establishing, developing and maintaining relationships with relevant media agencies.
- Proactively managing Promotional Activity (PA) Point of Sale content from creation to fulfilment, liaising with our design studio and printers.
- Ensuring the effective management of relevant Key Performance Indicators (KPIs) and adherence to key deadlines.
- Participation in the Musgrave/Irish Management Institute Graduate Development Programme.

#### Primary Relationships

- Marketing Manager
- Brand Manager/Assistant Brand Manager
- Cross functional teams – e.g. Trading, Sales
- Design agencies
- Print agencies
- Retailers

#### Secondary Relationships

- Marketing Director
- Graduate Mentor
- Early Careers Manager
- IMI Programme Director
- Other graduates

#### Essential Qualifications

- Honours Degree (Level 8) – Marketing degree or Marketing major is an essential criteria for this role
- Or
- Postgraduate (Level 9) qualification in marketing field

#### Desirable Qualifications

- Practical internship or experience in Marketing is an advantage
- Digital Marketing experience or qualification

#### Essential Skills

- Problem solving and working well under pressure
- Desire to work in the food and beverage retail/wholesale industry
- Strong analytical skills and the ability to use data to inform decision-making
- Demonstrated flair for design and creativity
- Innovative thinking with an eye for detail
- Microsoft Office experience
- Ability to deliver to aggressive targets and timelines
- Prioritisation skills to manage workload and competing demands

#### Desirable Skills

- Experience of influencing others
- Experience of working in an environment with a focus on continuous improvement
- Strategic thinking capability
- Experience of working in the food and beverage or retail/wholesale industry
- Experience in using Excel

### Our Values

At Musgrave our values and purpose challenge and inspire us to do the right thing. We work in alignment with our values of **building and sustaining long term stable relationships built on a bedrock of honesty, working hard, achievement and not being greedy.**

