

Job Description

Job Title:	Business Innovation Graduate - Takeout	Location:	Musgrave, Ballymun, Dublin
Department:	Business Innovation	Date:	February 2019
Reporting To:	Head of Business Innovation	Version:	1

Role Specification & Purpose

The Innovation Graduate will plan and execute the communications plan to launch Takeout, building brand awareness and credibility in the Irish food B2B market.

This is an exciting and dynamic opportunity for an innovative and motivated person with excellent communication skills and an interest in business technology to kick start their careers with Ireland's largest private sector employer.

Role Scope

The purpose of this role is to support the Head of Takeout in developing appropriate communications and campaigns to launch Takeout in the Irish market. The role will be responsible for developing ongoing communications and activities to raise the awareness of the Takeout brand.

The Innovation Graduate will work closely with design and media agencies, the sales team and the wider Takeout team.

We are looking for emerging talent with key interest in innovation and digital design as well as passion for customer user experience.

Area of Responsibility: Development of brand launch plan

Key Activities

- Researching incumbents' communications & customer acquisition plans and using this intelligence to create a different and better launch plan for Takeout
- Leading the execution of the launch plan, including design and media
- Leading the development of sales support materials
- Briefing the Takeout and MWP sales team on launch campaign and key brand messages
- Setting KPI's for the launch and monitoring the achievement of these

Area of Responsibility: Building Brand Awareness

Key Activities

- Ongoing plan to raise awareness of the brand in B2B media
- Building on-line presence - website development & management (for Takeout as a brand)
- Planning brand events e.g. Trade shows
- Identifying and preparing TakeOut.ie for awards in food & tech
- Working with loyal customers to build brand advocacy campaigns
- Maintaining existing apps, websites & menus

Area of Responsibility: Researching and analysing customer experience and behaviours

Key Activities

- Analysing digital data - customer surveys, web metrics, etc.
- Conducting customer research, in various formats, to understand Takeout user experience
- Ensuring insights and research are communicated to the Takeout team, and actioned appropriately

Area of Responsibility: Building Local Brands

Key Activities

- Working with individual foodservice operators, and groups of foodservice outlets to create local marketing plans
- Developing communication templates for use across online and offline media
- Supporting local operators to grow their takeaway business

Key Relationships

Primary	Secondary
<ul style="list-style-type: none"> • Head of Takeout • Head of Business Innovation • MWP Sales Teams • Musgrave Marketing & Insight Teams • External Agencies (Research and Design) 	<ul style="list-style-type: none"> • Early Careers Team • Musgrave Business Development Team • IT Team • Other graduates

Person Specification

Essential Qualifications	Desirable Qualifications
<ul style="list-style-type: none"> • 2:1 Honours Degree (Level 8): (Marketing, Business, or Marketing Tech preferred) • OR 2:2 Honours Degree with a 2:1H Level 9 qualification e.g. Masters 	<ul style="list-style-type: none"> • Masters in Marketing with an emphasis on social media

Essential Skills	Desirable Skills
<ul style="list-style-type: none"> • Interest in innovation and emerging technologies • Ability to develop and deliver a plan • Basic understanding of key technologies underlying social media • Research skills – ability to turn data into insight • Relationship building and can work effectively with external partners, industry experts and internal business leaders • Strong analytical & communication skills. • Ability to deliver to aggressive targets and timelines 	<ul style="list-style-type: none"> • Experience in a start-up highly desirable (e.g. as part of an internship, or 3rd level project) • Some mobile app and web design experience • Basic understanding of business transactions • Ability to translate concepts into designs • Practical internship or experience in a digital role is an advantage.

Values

Living the Musgrave Values

- Honesty
- Achievement
- Long Term Stable Relationships
- Working Hard
- Not being Greedy