



Interim Brand Manager

Overview

The Tofoo Co are starting a tofu revolution – one delicious, healthy meal at a time and we need YOU!

We have happy and engaged staff where the belief is quality beats quantity. This extremely exciting entrepreneurial business make tofu but not any old tofu, the real stuff- natural, sustainable, organic and traditional made by hand and packed in Yorkshire.

Privately owned by passionate people with a long history working in the UK Food sector, The Tofoo Co plan to change the way we eat helping us all to make better choices without compromising on taste. With a clear vision, most major retailers on board and a growing loyal customer following, The Tofoo Co will make a difference to how we shop, cook and eat.

Position Overview:

We are looking for an Interim Brand Manager to join our Marketing department. Working closely with our Head of Marketing you will play a pivotal role in the delivery of our 2025 marketing plans. The role will get involved in all aspects of the marketing mix but foremost will need to lead the way and actively manage the brand's active online community.

The role is a 6-month interim role, predominantly home based with minimum one day a week at our Malton office, as well as occasional travel to Leeds.

Key Responsibilities:

- Work with the Head of Marketing to refine The Tofoo Co brand strategy and deliver the annual brand plans.
- Manage the agreed marketing budget for the business
- Develop and execute digital (website & social) plan for The Tofoo Co brand & be our digital media expert, always ensuring continuous improvement.

- Manage the day-to-day running of the Tofoo social media accounts as well as creating and monitoring social media advertising.
- Assist the NPD process and launch of products to market, creating and implementing launch strategies.
- Work with external partners and agencies to create and deliver content for the agreed marketing plan, such as design, sampling & photography.

Who we are looking for:

- A minimum of 2-3 years' experience in marketing with a heavy emphasis on social media, ideally within FMCG.
- Strong copywriting skills and hands-on content management expertise.
- A proactive, innovative mindset with a passion for staying ahead of social media trends.
- Analytical skills to assess campaign performance and refine strategies effectively.
- Ability to create insightful marketing reports for key business stakeholders.