



tasty CAREERS

in food & drink

SALES AND MARKETING MANAGER

WHAT IS A SALES AND MARKETING MANAGER?

You will be the creative one who decides what your team logo will look like. You will design the promotional messages which will be displayed on your packaging. You may also develop/use a slogan or jingle to help promote your product. You are responsible for planning how to promote and sell your product. You need creative flair, vision, and good listening skills to take on board your team's ideas.

WHAT IS MY ROLE IN THE PROJECT?

You will look at how your competitors promote their products and what their logos are.

Come up with a unique design for your logo that can be used on your packaging that will stand out from those of your competitors.

Decide on your target audience to sell your product and think of possible promotional offers to get customers interested.

Look at possible ways of promoting your new product via the various social media platforms, and how this would look.

Which social media platforms would be best suited for your product depending on what your product is. Is it for young people, children, or for families?

Are you going to create a video/jingle for your sales promotion.

WHAT WILL BE EXPECTED OF ME?

Work closely with your team to agree what your product is going to be, and also how you plan to market your product.

Working together, decide on a logo and packaging. What will these look like how many designs have you done before deciding on your logo.

Plan how and where you are going to try and sell your product, is it online, in a large supermarket, at events etc.

THINGS YOU NEED TO TAKE INTO ACCOUNT

You need to understand what your competition is and how and where they sell their products.

How is your product going to be marketed that is different compared to that of your competitors.

You need to make your logo unique to stand out against those of your competitors.

Are you going to use social media, create a jingle, something that will attract the attention of possible customers.

WHAT QUESTIONS COULD I BE ASKED?

Where did you look when reviewing your competitors and where they sold their products.

Did you all agree on the logo and where your target audience was?

What do you think makes your product stand out when being sold against other similar products.

Did you take into account the age of your target audience when designing your logo and also with your marketing strategy.

