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**JOB DESCRIPTION**

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**Job Title:** New Product Development Manager

**Reporting to:** Commercial Director

**Job Summary:**

Mackle Petfoods is the proud owner of quality cat and dog food brands; Brandy, Cat Club, Naturo and Norsh, supplied through multi-channels in our local market, nationally and internationally. Mackle Petfoods also manufactures numerous private label brands. The new product development managers job is to develop commercial products to meet customer requirements and develop innovative, first to mark products and processes to ensure Mackle Petfoods remains competitive.

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**Main Responsibilities:**

**The successful candidate should fulfil the following criteria:**

* Manage the product development process from concept to launch.
* Develop commercially viable products to meet customer briefs.
* Research and develop innovative products which will give Mackle Petfoods a competitive edge over the competition.
* Review existing product recipes to maintain or improve product quality without jeopardising profitability.
* Implement a Product Development Process into the business which dovetails with the other departments.
* Develop relationships with all departments of the business:
* Marketing/Sales: to develop products to meet market strategy and help develop the product vision and positioning.
* Technical: to develop products in line with HACCP, Health & Safety standards and pet food regulations.
* Production: ensure products can be manufactured within current machine capability and to agreed specification.
* Purchasing: work closely to ensure raw materials meet specification and are commercially viable.
* Engineering: to modify existing machinery or purchase new machinery to manufacture profitable products which provide Mackle Petfoods with a USP within a competitive marketplace.
* Develop relationships with raw material suppliers to ensure sustainable supply of quality ingredients and the flow of information on new raw material availability.
* Document and communicate customer and internal project information on a weekly / monthly basis.
* Plan and execute production trials in conjunction with the production and technical teams.
* Manage monthly business report to management: i.e. current development project status, new innovative project ideas, raw material investigations.
* Manage annual Product Development budget.
* Manage Annual Routine Palatability schedule.
* Develop and set up an internal palatability forum for testing of new products or recipe changes.
* Develop and set up palatability testing within Northern Ireland for the testing of new products and recipe changes.
* Investigate and ensure products are developed to adhere and meet pet food legislation.
* Attendance at exhibitions to source new raw materials and new suppliers.
* Promote the company by building on the existing quality and customer service reputation.
* Any other duties, within reason and capability, as determined by the Commercial Director.

**PERSON SPECIFICATION**

**Job Title:** New Product Development Manager

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| *Criteria* | *Essential* | *Desirable* |
| **Knowledge** |  | * Qualified to diploma/ degree level in a Food Science discipline |
| **Relevant Experience** | * Experience in FMCG Product Development role with a strong track record of developing commercial products * Knowledge of raw materials and manufacturing processes * Acute commercial operator with an eye for opportunistic and sustainable growth revenue streams | * Experience in the pet food industry * Experience in the meat industry |
| **Skills & Competencies** | * Excellent interpersonal skills * Excellent communication skills, both verbal and written * Evidence of the ability to prioritise and meet deadlines, with strong organisational and time management skills * Evidence of reliability and the ability to successfully achieve results while working independently and on own initiative * Evidence of the ability to work within a team * Evidence of excellent attention to detail * Evidence of proactivity * Proven strong numeric skills * Proficient in the use of word processing, spreadsheet, database and presentation software, email and the internet |  |
| **Circumstances** | * Able to work flexibly as required ensuring business needs are met. * Valid full driving licence. * Able to travel as required ensuring customer needs are met. * Valid passport. |  |