

Job Title: Export Graduate

(with specific focus on opening entry to the USA export market)

Reporting To: Elaine Hall

Location: Primarily Head Office at Moygashel site, visiting Moy site. Travel between Northern Ireland and USA.

Purpose:

As an **Export Graduate**, you will embark on an exciting and dynamic journey to learn and contribute to the export operations of our business. You will work closely with experienced professionals, gaining valuable hands-on experience in the logistics, compliance, and marketing aspects of global exports. This position is designed for recent graduates who are eager to build a career in international business and global trade.

The Company:

Mackle Petfoods is an award winning, BRC Grade A* certified family company, which has been manufacturing high quality dog and cat food for over 50 years.

The company employs over 270 staff across two production sites in Moy and Moygashel, Co. Tyrone. Each site has benefited from multi-million-pound investment in recent years to facilitate the production of larger volumes of pet food. The investment is a result of increasing demand from the top four retailers across the UK and Ireland, as well as the number of countries we now export to.

Mackle Petfoods produce over 70 million cans, 40 million trays and 25 million pouches annually, including our trusted brands Naturo, Brandy and Cat Club.

Responsibilities & Duties:

The successful graduate will play a pivotal role in the successful delivery of our export market research project, contributing both strategically and operationally. Their work will be structured across two distinct phases — an initial 6-month onboarding period in Northern Ireland, followed by a 12-month period with time spent between the USA and Northern Ireland.

Phase 1: Onboarding & Preparation (Months 1–6, Northern Ireland)

Objective: Gain a deep understanding of the business, product range, company and brand values, and strategic goals. Begin preliminary market research.

Key Tasks and Activities:

- Internal induction and training across departments (marketing, production, sales, technical).
- Product knowledge development, including nutritional content and unique selling points of our natural dog and cat food range.
- Desk-based research on the target market, including consumer trends, regulatory landscape, and competitors.
- Development of a detailed research plan and export strategy framework in collaboration with senior management.
- Coordination with Invest NI and other relevant export support services.

Office Address: 40 Corrigan Hill Road, Moy, Dungannon, Co. Tyrone, BT71 6SL

Factory Site #2: 33 Main Road, Moygashel, Dungannon, Co Tyrone BT71 7QU

Tel: +44 (0)28 877 84641 **Web:** www.macklepetfoods.com A Division of John Mackle (Moy) Ltd. Reg No. NI 8491

Milestones:

- Completion of internal training and product familiarisation (Month 1)
- Submission of initial market research plan (Month 3)
- Presentation of export strategy draft and travel plan (Month 5–6)

Phase 2: In-Market Research & Strategy Development (Months 7–18, Export Market)

Objective: Conduct in-market research, engage with stakeholders, and develop a tailored market entry strategy.

Key Tasks and Activities:

- Field research: attending trade shows, visiting retailers, and meeting with potential distributors, buyers, and pet food professionals.
- Gathering insights into customer behaviour, purchasing patterns, and product expectations.
- Analysis of supply chain and route-to-market options (e.g. retail, e-commerce, wholesale networks).
- Identification of key regulatory bodies and ensuring processing (including technical), product and packaging compliance.
- Competitor analysis — pricing, branding, and distribution strategies in the natural pet food sector.
- Building a network of contacts and identifying potential partners or sales channels.

Milestones:

- Completion of first market report and stakeholder contact log (Month 9)
- Mid-project review with management team and Invest NI (Month 12)
- Final export market report with actionable recommendations (Month 17)
- Presentation of full market entry strategy and next steps (Month 18)

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Criteria	Essential	Desirable
Experience	A recent graduate (or in the final stages of graduation) in International Business, Supply Chain Management, Logistics, Business Administration, or a related field.	
Skills & Competencies	<p>Strong communication skills, both verbal and written</p> <p>Attention to detail and high level of accuracy</p> <p>Flexible and adaptable in a fast-paced environment</p> <p>Effective planner and organiser</p> <p>Ability to work as part of a team and independently</p> <p>Proficient in the use of MS Office (Excel, Word, Power Point, Teams)</p>	

Company Benefits:

-  **Health Insurance**
-  **Company Well-being Initiatives** – promoting a healthy, balanced lifestyle
-  **Pension Scheme** – helping you plan for your future
-  **Staff Sales** – discounts on our range of quality products
-  **Onsite Electric Car Charging Point** – for eco-friendly commuting
-  **Length of Service Holidays** – extra leave to reward your loyalty
-  **Annual Leave Purchase Scheme** – buy additional holiday days to suit your lifestyle
-  **Learning & Development Opportunities** – Grow your skills and progress your career with ongoing support and training.
-  **Employee Referral Scheme** – Recommend great people and get rewarded for it!

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