

# Campbell Soup Company

## Job Description

(Please review 'Instructions for Writing Job Descriptions' for assistance)

**Job Title:** Sr. Promotion Manager  
**Department:** Brand Strategy/ Marketing Services  
**Reports To (Title):** Director, Promotion  
**Direct Reports (Titles):** Assoc Promotion Manager  
**Attach organization chart, if available.**

**Functional Area:** Marketing Services  
**Business Unit:** Snacks  
**Location:** Norwalk  
**FLSA:** Exempt  Nonexempt

**Indicate reason for completing job description (i.e., new position, promotion request, etc):**

### General Summary

The Senior Manager will collaborate with Pepperidge Farm business teams to provide strategic thought leadership around the development of fully integrated consumer and retail activation plans. The Senior Manager will lead a cross-functional team, including internal and external partners, in the planning and execution of all programs, ensuring that each delivers on defined business objectives and Pepperidge Farm brand equity.

### Principal Accountabilities (list in order of importance and indicate percentage of time spent on each)

- 25% Provide leadership to business teams in the development of promotion and integrated marketing strategy and activation plans with input from internal and external team members
- 50% Work collaboratively with cross-functional Pepperidge Farm teams and agencies to ensure programs are delivered on time and on budget
- 5% Align with Shopper Marketing team to facilitate program integration with key customers
- 10% Identify program partners, lead/ participate in negotiations and contract execution
- 5% Communicate with Senior Management, sales and key cross-functional leaders to drive alignment and awareness of programs
- 5% Participate in Lessons Learned process to deliver insights that will inform strategy and program development

### Job Complexity (provide several examples of typical work related problems that this position is expected to resolve)

- As a member of a cross-functional support team, the Senior Manager must be able to drive decision making and alignment throughout the organization, including the business teams and senior management.
- The Senior Manager must be proactive in recommending program concepts, tactics and spending that are balanced against the program objectives and strategies, and that fit with brand and trademark equity
- The work environment is fast paced and the team is challenged with multiple, and sometimes changing priorities. The Senior Manager must demonstrate adaptability and be able to confidently lead the cross-functional teams in the development and execution of integrated initiatives.

### Job Specifications (Knowledge, skills and abilities normally required for competent performance in the job)

- Minimum 7-10 years promotions experience, preferably in food/ packaged goods
- Collaborative style to facilitate communication and execution with strong cross functional teams
- High level of maturity and professionalism
- Experience in building/ executing all types of consumer initiatives, including traditional trial and awareness initiatives as well as brand and media partnerships
- Strong project manager with exceptional organizational skills and attention to detail. Superior communication skills
- Strong idea leadership skills and ability to "sell" through the organization
- Ability to work independantly as well as within a cross-functional team to define problems and develop solutions
- Strong understanding of current industry trends / opportunities, trade insights and retail markets

### Working Conditions

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Must be willing to travel - 10-20%

### Disclaimer

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

### Review/Approvals

_____ Name <i>Supervisory Approval</i>	_____ Signature	_____ Title	_____ Date
_____ Name <i>Human Resources Concurrence</i>	_____ Signature	_____ Title	_____ Date
_____ Name <i>Corporate Compensation Approval</i>	_____ Signature	_____ Title	_____ Date
		_____ <i>Approved Grade Level</i>	_____ <i>Date</i>