

Senior Manager Global Marketing Communications Development and Delivery

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Company: Ingredion Incorporated (Corporate)

Location: Manchester

Category: other-general

Senior Manager, Global Marketing Communications Development and Delivery LOCATION: Manchester , UK REPORTS TO: Global Head of Brand and Marketing Communications DIRECT REPORTS:6 WORKPLACE TYPE: Hybrid As the Senior Manager, Marketing Communications Development & Delivery, you will be a responsible for orchestrating cohesive marketing communications programs and initiatives across various channels that are aligned with the global integrated marketing communications (IMC) plan and designed to drive business results. In this global role, you will lead a team entrusted with enhancing brand visibility, creating impactful campaigns, engaging assets, managing brand messaging, and ensuring consistent and seamless communication across geographies. You will collaborate closely with those in the wider Brand and Marketing Communications Center of Excellence (CoE) as well as with the wider marketing organization and key stakeholders to effectively communicate Ingredion to our diverse audiences. This role reports directly to the Global Head of Brand and Marketing Communications. Core Responsibilities: Develop and execute integrated marketing communications plans aligned with business objectives and strategic plans including alignment of key initiatives, deliverables, calendars, resourcing and budgeting. Translate global brand, segment and category marketing plans into a 12-month communication calendar with supporting paid, earned, owned & social media strategies to maximize return. Ensure alignment of event, social and campaign plans to the global/centralized calendar. Collaborate with stakeholders to define campaign goals, target audiences, and messaging. Lead program/project management of key global integrated marketing initiatives including product launches and major events. Oversee communications,

activations and campaigns, leveraging digital platforms (websites, social media, email) and offline channels (print, events), to enhance brand visibility and customer engagement. Lead team of content creators/activation project leads and agencies responsible for crafting compelling narratives that resonate with B2B customers and prospects and developing high-quality content that educates, informs, and engages B2B audiences (thought leadership pieces, whitepapers, press releases, webinars, case studies, collateral). Collaborate with subject-matter experts and cross-functional teams to align messaging and create valuable resources. Manage content calendars, ensuring timely and relevant content creation. Drive brand consistency across all channels, ensuring seamless messaging that emphasizes our unique value proposition and customer engagement. Ensure compliance with brand guidelines and regulatory requirements. Foster strong relationships with external agencies, vendors, and partners. Define KPIs for communication effectiveness. Help prioritize budget allocation aligned with the business priorities in conjunction with global CoEs and geographies Optimize budget allocation based on ROI analysis. Manage a team of marketing professionals, providing guidance, mentorship, and development. Foster a collaborative and innovative work environment. Encourage continuous learning and stay updated on industry trends. Identify opportunities for process improvement and efficiency in marketing operations. Qualified candidates will have: Bachelor's degree in Marketing, Communications, or a related field 7-10 years of experience in integrated marketing communications experience Food industry knowledge, preferably from an FMCG environment Proven track record of developing and deploying global marketing communications / global campaigns Agency background & experience Successful people leadership and team management experience Proficiency in marketing automation tools, CRM systems, and analytics platforms English language - high fluency both written and verbal Desirable: B2B marketing experience Required behaviors and skills: Excellent leadership skills Strong project management skills Strong drive for results Great copywriting skills Ability to thrive in high performance, matrix environment Excellent stakeholder management skills Ability to align marketing efforts with business goals Skilled at working across functions, diverse cultures, and geographies Passion for storytelling and visual aesthetics, particularly in the context of food marketing Passion for the food industry and understanding of B2B dynamics Relocation Available: Yes, Within Country

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