



Hybu Cig Cymru Meat Promotion Wales

Job Profile: Export Market Development Executive

Organisation Overview:

Hybu Cig Cymru – Meat Promotion Wales (HCC) is the strategic body responsible for the development, promotion and marketing of Welsh red meat. Its mission is to support the development of a profitable, efficient, sustainable and innovative Welsh red meat industry, which responds competitively to ever changing market trends. The organisation employs around 25 staff within the parent body, with an additional 25–30 staff employed by our subsidiary company. Both entities operate bilingually and in close partnership with stakeholders across the agricultural, food and public policy sectors. As a Welsh public body, we are committed to promoting equality, diversity and the Welsh language, and to maintaining the highest standards of governance, workforce wellbeing and organisational culture.

Post Overview:

Reporting to the Market Development Manager, this role exists to drive the successful promotion and positioning of Welsh Lamb, and Welsh Beef in Export markets, directly supporting HCC's Vision 2030 and operational plan.

By building strong, collaborative relationships with Welsh red meat Exporters, processors and key accounts in export markets, the postholder will identify export market developments / opportunities / limitations for Welsh red meat, including by-products and secure new accounts / product listings according to exporters priorities, categorised within 3 areas of focus: Maintain, Develop, Discover.

Through a proactive and strategic approach, the role ensures Welsh red meat remains accessible to export markets, relevant versus other exporting countries, and aligned with evolving consumer preferences, making it easier for importers to choose Welsh red meat.

As a key area of focus for the next four years and beyond, this position is critical to delivering sustainable growth, enhancing brand reputation, and safeguarding the long-term success of the Welsh red meat industry.



Hybu Cig Cymru Meat Promotion Wales

It will have four key responsibilities:

1. The promotion of the Welsh Lamb and Welsh Beef brands in key accounts located in export countries, in consultation & in collaboration with multiple Welsh exporting processors.
2. To build strong working relationships within export key accounts and processors maximising the opportunities for the Welsh Brands in existing, developing and new export markets.
3. In consultation with the Market Development Manager and in market representatives, devise and deliver efficient and cost-effective promotion programmes in established international markets; -Maintenance markets, developing markets and discovery markets, to stimulate Welsh exporters needs in both the premium & 5th quarter sectors.
4. Collate & continually assess market intelligence on existing & new export markets to ascertain & interpret market trends, demand rates, entry barriers and disseminate information to assist evidence-based decision making for trade development activities.

Principal Accountabilities, Responsibilities and Key Activities:

Key Account Relationships

- To identify the requirements of processors in respect of key account management together with limitations that would be relevant to HCC's export marketing objectives.
- Responsibility for maintaining and promoting strategically focused relationships with multiple export key accounts and their respective processors to identify and drive all opportunities to increase the brand awareness and uptake of Welsh Lamb and Welsh Beef within their relevant markets.
- Responsibility for identifying market development opportunities & activities with



Hybu Cig Cymru Meat Promotion Wales

multiple export key accounts and their respective processors, including identify measurable outcomes for these activities.

- Responsibility for building and promoting strategically focused relationships with both processors and key export accounts.
- Responsibility for maintaining and promoting strategically focused relationships with key export accounts, including data collection and analysis.
- Analyse and ensure effective collection & dissemination of information both internally and Externally of branded export figures in volume & value. (Confidential intel to communicated externally using only overall global figures)
- Directly responsible for attaining Volume & Value data for all export key accounts for ROI purposes.
- Identify measurable outcomes for HCC's market development activities in international markets.
- Report, at defined intervals, on the competitive environment for Welsh meat in international markets.
- Coordinate and manage events in overseas markets such as trade and consumer fairs and trade visits.
- Assist in the planning, production, stock maintenance and dissemination of marketing collateral for overseas markets.
- Develop robust systems to evaluate and monitor the performance and wider impact of various activities / projects.
- Responsibility for the research, collation, interpretation and dissemination of demand and supply chain intelligence.
- Contribute to the monitoring and reporting processes of HCC.

Special Projects

- When required, to undertake bespoke projects that may require a multi disciplinary approach.



Hybu Cig Cymru Meat Promotion Wales

Personal Specification:

Factor	Essential Criteria	Desirable Criteria
Knowledge	Educated to degree level or equivalent in Marketing, Business, Supply Chain Management or related field In-depth knowledge of Export Markets	
Experience and Skills	Proven track record in International marketing or International Market Development Meat industry knowledge & experience. The ability to build influencing relationships Self-motivated and proactive. Good communication/ negotiation/presentation skills Ability to work independently and collaboratively. Experience of commercially focused promotional activities	Ability to speak foreign languages. Food marketing or market development experience within the food or red meat industry The ability to communicate through the medium of Welsh Awareness of and sustainability issues in food production. Experience in agri-food or meat industry specifically. Demonstrated ability to manage data collection, analysis, and reporting.



Hybu Cig Cymru Meat Promotion Wales

	Good written skills including report writing Ability to work flexibly, under pressure to meet deadlines Budget management experience Project management experience Current driving licence as the post will require extensive UK & International travel Commitment to on time delivery and attention to detail	
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