



Hybu Cig Cymru Meat Promotion Wales

Job Profile:

UK Retail 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 lead, this role exists to drive the successful promotion and positioning of Welsh Lamb, Welsh Beef, and Pork within the UK retail sector, directly supporting HCC's Vision 2030 and operational plan. By building strong, collaborative relationships with retailers and processors, the postholder will secure new product listings and strengthen existing supply chain partnerships. Through a proactive and strategic approach, the role ensures Welsh red meat remains accessible, relevant, and aligned with evolving consumer preferences, making it easier for consumers to choose Welsh brands. 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.

It will have four key responsibilities:

1. The promotion of the Welsh Lamb, Welsh Beef and pork brands within the retail sector in collaboration with multiple and independent retailers in the United Kingdom.



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2. To build strong working relationships within UK commercial supply chains including retailers, processors and producers thereby maximising the opportunities for the Welsh Brands in the market place.
3. Develop effective communication channels with stakeholders working on the Corporate Social Responsibility (CSR) agenda within the UK retail sector on behalf of the Welsh red meat supply chain.
4. Research, collate, interpret and disseminate information to assist evidence-based decision making of Brand marketing activities and projects in the UK.

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 UK retail marketing objectives.
- Responsibility for maintaining and promoting strategically focused relationships with key multiple retailers and their respective processors to identify and drive all opportunities to increase the brand awareness and uptake of Welsh Lamb and Welsh Beef within retail stores.
- Responsibility for identifying and developing projects and opportunities with multiple retailers and their respective supply chains on improving product quality and consistency. Identify wider CSR considerations that could affect the Welsh red meat industry.
- Responsibility for building and promoting strategically focused relationships with convenience retailers in the UK.
- Responsibility for and building promoting strategically focused relationships with online red meat and grocery retailers.
- Responsibility for maintaining and promoting strategically focused relationships with independent retailers.

Data collection and analysis



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- Analyse and ensure effective dissemination of information both internally and externally.
- Directly responsible for attaining Volume, Value, SKU & Store location data for the major retailers.
- 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.

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 the retail environment	
Experience and Skills	Proven track record in retail marketing or supply chain relationship management. Experience working with major UK retailers and/or food processors.	Food marketing or category management experience The ability to communicate through the medium of Welsh



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Meat Promotion Wales

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