

ROLE PROFILE	
Job Title:	New Product Development (NPD) Manager
Level:	Middle Management
Reports To:	General Manager: Operations
Context/Scope:	<p>The primary focus of this role will be to make Fairfield a leader in Innovation through driving and managing new product, packaging and formulation development from research of ideas and idea generation to launch of the product. Fairfield’s vision is to be the most Trusted, Respected and Innovative Dairy in South Africa.</p> <p><i>The employee is responsible for:</i></p> <ul style="list-style-type: none"> • Project Management of all product launches/renovations from concept to completion, being the point person on the project for coordination between customers, suppliers and internal staff. • Responding to formal (and sometimes informal) briefs from our customers. • Idea generation and concept development; including desk and market researching, overseeing the briefing of suppliers by your NPD technologist, overseeing of preparation of kitchen samples by your product developer/stepping in when required, contributions to and overseeing of recipe development by your technologist, feasibility studies. • Develop new products specific to the requirements of each of our customers. • Develop new products on the back of global and local trends. • Keeping the “Concept Tunnel” full. • Presentations of concept development, findings, BlueSky, market analysis, category management and deep dive as well as dairy trends to customers, management, and staff.
Dimensions:	
a) Financial	<p>NPD is a key component of Fairfield’s growth and also helps to drive Fairfield’s leadership position.</p> <p>There will be a responsibility for the creation and management of a NPD/research and development budget. To coordinate the costings of the new/renovated products, which involves obtaining costs from suppliers (with the support of procurement team and your NPD technologist) and the Fairfield financial team.</p>
b) Market Complexity	<ul style="list-style-type: none"> • A thorough understanding of the customers’ business and what is important in the business, e.g. quality, price, delivery times, speed to market, dependability. • Knowledge of the organisation and activity of the clients so as to anticipate their needs, living the Fairfield vision to be the most trusted, respected and innovative dairy in South Africa. • Drive research, market analysis and new product development (NPD) opportunities. • Being the leading House Brand packer of Dairy in South Africa. Fairfield’s reputation with all their customers is how Fairfield has managed to maintain consistent growth to its Share Holders. This reputation is impacted predominantly in the area of NPD: For e.g. the way the projects are managed, the speed of response, the style of management required, etc. • Multiple projects will be managed simultaneously.

<p>c) Leadership and Functional Responsibilities</p>	<p>Leadership</p> <ul style="list-style-type: none"> • Responsible for leading and guiding the rest of the NPD Team, currently made up of an NPD Technologist and a Product Developer. • Strong inter-departmental interaction in order to lead the development of new products through the factory from concept to launch. • Gain the respect and the trust and build a healthy rapport/ relationship with our customers. <p>Functional</p> <ul style="list-style-type: none"> • Professional project management from concept to launch. • Ability to create detailed and aesthetic presentations and present them to a wide audience • Artwork signoff, cross-checking, and development for customers. • Researching and presenting new products as well as lateral innovation of products already on shelf. • Overseeing/ assisting with the formulating of and preparing kitchen samples for presentations and tastings in conjunction with your team. • Overseeing/assisting the briefing of suppliers in conjunction with your team • Desk and market research and concept development. • Conduct consumer research where required. • Sign off of NPD ideas by customers and internally • Regular presentations and communications to key customers. • Making Fairfield the “Supplier of Choice” for dairy products in South Africa. • Ensure NPD contributes to the success of the business.
<p>Purpose of Role</p>	<p>Position Fairfield as the most Innovative Dairy in South Africa through excellent project management.</p>
<p>Qualifications and Experience Required</p>	<ul style="list-style-type: none"> • A tertiary qualification is required. A qualification in one of the following would be an advantage: Food Technology, Food Science, Consumer Science, Project Management, Dietician, or Chef. • Incumbent would need to be passionate about food (i.e. Foodie). • Preferred experience would include: project management; product development; research and development; marketing. • Computer literacy: Excel/Word/Power Point and MS Project. Understanding or use of CANVA or graphic design programs would be an advantage. • Experience in an FMCG environment is advantageous. • Previous experience in a position involving innovation and dealing with retailers innovation teams. • Candidates must be business oriented with the ability to complete basic costings and feasibility studies for new product launches.
<p>Barriers to Success in Role</p>	<ul style="list-style-type: none"> • Inability to communicate <i>well and build rapport</i> with customers and internal staff. • Lack of passion for the role and the business. • No urgency or inability to meet deadlines. • Project management: Lack of organisational skills and attention to detail. • Not a team player or people person. • Not relationship driven and customer focused. • Unable to adapt and handle stressful situations, or changes to the end goal
<p>Operational Working Conditions</p>	<ul style="list-style-type: none"> • Based at head office in the heart of the beautiful KZN Midlands in the innovation centre. • Travel to customers as required.