



Job Title	Senior Marketing Manager Southern Europe & Ireland
Level	4A
Location	Richmond / Dublin / Spain
Business Unit	BBU - UK, France & Southern Europe
Leader	Global Marketing Director, 3 rd Party Markets (<i>dotted line to Regional Managing Director UK, France & Southern Europe</i>)
People Leadership	N/A
Any Other Key Relationships:	Regional Director Southern Europe, Area Manager Southern Europe, Global Brand Teams, Associate Global Director of Shopper Marketing & 3 rd Party Distributor Marketing Teams

Role Purpose

Partner with Regional Managing Director and Regional Director (Commercial) to integrate brand-building principles into the Regional Strategy. Develop brand plans for WG&S in-line with the regional strategy to enhance value growth and oversee the execution. Drive 3rd party distributor marketing capability raising the overall skill set and quality of Omnichannel planning and disruptive execution in 5 key markets; Italy, Spain, Portugal, Greece & Ireland. Set up clear processes to manage the implementation of Global Brand Strategies in the region, respecting and adapting to local consumer and customer insights.

Responsibilities

- **MARKET INSIGHT:** Perform regular market visits and desk research to generate clear diagnostic market insight, market needs, risks and opportunities to key stakeholders. Build strong awareness of local market trends (consumer, trade, competitor, political insight), and identify new disruption opportunities for WGS core brands.
- **ROUTE TO CONSUMER:** Embed and support the effective preparation, implementation, monitoring and evaluation of local market plans, based on clear consumer insight, journey mapping and deployment motivation/occasion based content in order to achieve priority Brand KPIs . Identify market segmentation, universe and target distribution by brand and set relevant consumer goals in order to reach business objectives. Demonstrating a strong understanding of the local market, select appropriate campaigns from regional hub to create an annual brand promotion calendar by channel/outlet including trade schemes.
- **BUILDING EXTERNAL RELATIONSHIPS:** Build strong relationships at all levels to support distributor and agency teams to deliver best practice Ominichannel comms planning, disruptive creative activation and PR in line with WG&S brand building principles (Dram by Dram). This includes ensuring a disproportionate share of voice for WG&S brands within Distributors' portfolios.
- **A&P BUDGET MANAGEMENT:** Create an annual A&P Budget Plan, phased monthly by planned spend according to activation calendar. Track monthly spend and provide updates. Implement and strictly adhere to company's purchasing policy to manage and control efficiency of A&P spend. Rationalise A&P spend, making adjustments and recommendations where necessary based on analysis of ROI of activities.
- **CYCLE PLANNING:** Work closely Regional Director (Commercial) to manage and facilitate cycle planning, coordinating execution of plans between various stakeholders to ensure assets and stock supplies are in place ahead of activations. Track and evaluate the effectiveness of A&P spend versus pre-approved KPIs. Calculate ROI and provide post-activation reports to fully measure and evaluate key campaigns.
- **COMMUNICATIONS:** Build strong relationship with Global Brand Team counterparts, engaging regularly to provide feedback and updates or request support. Assist to organise and coordinate Brand Ambassador, Regional and Global Team visits.



Role specific competencies and skillset:

<p>Deciding & Initiating Action</p> <ul style="list-style-type: none"> Makes prompt, clear decisions which may involve tough choices or considered risks Takes responsibility for actions, projects and people Takes initiative and acts with confidence Initiates and generates activity 	<p>Planning and Organising</p> <ul style="list-style-type: none"> Sets clearly defined objectives Plans activities and projects well in advance and takes account of possible changing circumstances Identifies and organises resources needed to accomplish tasks Manages time effectively Monitors performance against deadlines and milestones
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> Makes a strong personal impression on others Gains clear agreement and commitment from others by persuading, convincing and negotiating Promotes ideas on behalf of self or others Makes effective use of political processes to influence and persuade others 	<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> Speaks clearly and fluently Expresses opinions, information and key points of an argument clearly Makes presentations and undertakes public speaking with skill and confidence Responds quickly to the needs of an audience and to their reactions and feedback Projects credibility
<p>Formulating Strategies and Concepts</p> <ul style="list-style-type: none"> Works strategically to realise organisational goals Sets and develops strategies Identifies and develops positive and compelling visions of the organisation's future potential Takes account of a wide range of issues across, and related to, the organisation 	<p>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> Keeps up to date with competitor information and market trends Identifies business opportunities for the organisation Demonstrates financial awareness Controls costs and thinks in terms of profit, loss and added value

Company values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Skills, Qualifications and Experience :

- Qualified to degree level or equivalent with a marketing component or a professional marketing qualification (eg. C.I.M. Diploma in Marketing) is essential
- International marketing experience (preferably including developed and emerging markets) of brand leadership, including responsibility for creating brand strategies and full market mix development and activation for a premium brand portfolio at global, regional and local levels
- Experience of leading and managing multiple third-party/agency relationships across marketing research, advertising, PR and portfolio management
- Excellent presentation and communication skills coupled with high cultural awareness and the ability to adapt communication style as required
- Influencing & relationship building skills across a very broad range of internal and external stakeholders
- Creative thinker; suggesting viable new ideas, concepts and approaches



- Disruptive mind-set – really understanding conventions and challenging these to get our brands/activations noticed and impacting consumer behaviour
- Fluent in English

Desirable

- Proficiency in Spanish or Italian
- Drinks Industry experience

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