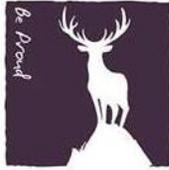


ROLE PROFILE

Job Title	Customer Marketing Executive
Business Unit	ODC
Function/Region	Sales
Location	Gurgaon
Leader	Shubhanshu Joshi
People Leadership	N/A
Job Level	5
Role Purpose	
Lead the implementation of marketing plans (including annual promotional calendar) to support the delivery of WG&SI North India trade vision and strategy.	
Accountabilities	
<ul style="list-style-type: none">• Develop, manage and implement customer marketing plans in alignment with Customer Marketing Manager and Sales teams to address consumer and shopper activation opportunities.• Owns adherence of costs and financials involved in the regional financials related to A&P budget & ensure executing marketing activities in line with allocated budgets.• Working closely with agencies while handling negotiations, coordination and ensuring timely quality execution, sourcing of collaterals/promotion materials etc.• Working closely with internal cross-functional relationships to optimise delivery of activities & market feedback.• Translates strategies into brilliantly executed plans that consistently beat the competition and gain share.• Regularly stay and keep the management updated on competition activities, promotions and brand drives across channels and categories.	

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

Core Competencies:

Deciding & Initiating Action

- 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

Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Persuading & Influencing

- 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

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity
- Demonstrates an understanding of different organisational departments and functions

Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

Skills and Qualifications:Essential:

- Relevant Degree and 3 -5 years in marketing / Trade marketing/Sales experience in FMCG/Beverage is desired
- Experience in Modern Off trade/ Category management/Event Management is an add on
- IT Skills (Excel/PowerPoint/Word), Good presentation skills written and verbal
- Numerate
- Demonstration of strong execution and project management skills - a superb planner of work and activities.
- Good interpersonal skills / relationship building with ability to influence key decisions.

Desirable:

- Confident and motivated
- Resilient and reliable
- Considerable drive, energy and focus to sufficiently energize the internal and external resources of the company to execute.
- Ability to manage multiple projects and prioritise.
- Attention to detail and deadlines.
- Flexibility to adapt to changing environment and marketing conditions.
- Organised – a planner as well as an implementer

Created by:	Shubhanshu Joshi
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HRM:	Rishu Makkar
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