



Job Title	Marketing Manager
Location	Colombia
Business Unit	Marketing
Function	Marketing
Leader	Country Manager
People Leadership	Yes. Marketing Analyst, Portfolio Specialist x2, Brand Manager x2
Role Purpose	
<p>Lead the local implementation of Global Marketing Strategy for the WGS portfolio, writing and executing the annual Colombia plans for the portfolio; working in collaboration with key internal (commercial team) and external (Distributors, key on & off accounts) customers to ensure activation against the target plans.</p>	
<ul style="list-style-type: none"> • Building on market insight, co-write, agree and implement Brand marketing plans for portfolio with a particular focus on core brands (GF, MOSH, BV, WGFR and HGIN) across the Colombian market, working in conjunction with LATAM marketing and the Global Brand Teams, ensuring the right balance between the long and short-term initiatives. • Have visibility and control of core brand’s P&L while maintaining KPI’s in line within Budget and strategy (NSV/cs, CD/cs, A&P/NSV, etc..) • Lead development and delivery of insight based executable plans with clear range/channel strategies that commercial teams can deliver. • Work collaborately with the relevant areas across the business (commercial- Finance- Supply) to help capture the right opportunities in the Colombian Market. • Lead the annual negotiations with the agency (Creative, PR and Digital) according to the budget and strategy for our brands. • Manage and Control all A&P + CD investments and phasing according to the agreed plans. • Actively participate in yearly planning cycle in key Regional and Central deliveries such as LE’s, Bud, QBR’s and 5Y plans. • Inculcate a culture of continuous improvement within the WGS marketing team, driving measurement and valuation process.. • Contribute to the development of the WGS Colombia strategy working as an effective and active member of the WGS Colombia leadership team. • Actively participate and help lead the Regional Marketing Agenda collaborating with peers across Latam to elevate strategic thinking and execution. Share and embed best practices and contribute to building a nurturing culture across the marketing community. • Understand changing consumer contact landscape e.g. Digital, mobile, and trends e.g. urbanisation, lowering consumption to ensure consumer led trends baked in to consumer focused plans • Drive a consumer –centric culture committed to delivering brand value across all brand interactions. Understanding consumer path, its barriers and triggers. Analyse relevant data and arrive at insights to maximize brand experience and relevance. • Become an inspiring leader by leading, motivating and developing the WG&S Colombia marketing team in line with Company Values to maximise the full potential of his/her team. 	
Skills and Qualifications:	
<u>Essential:</u>	
<ul style="list-style-type: none"> • 7-10 years of experience at the marketing field and at least 3 years leading teams. • Excellent communication and influencing skills, handling multiple internal and external stake holders. • Demonstrable experience of full P&L analysis and comfortable with key financial metrics. • Excellent presentation and communication skills • Has a confident, proactive approach and is consistently reliable in delivery. • Experience leading and developing teams. • Fluent in English 	