



Job Title	Assistant Global Brand Manager – Grant’s
Job Level	4B
Location	Richmond
Business Unit	Marketing
Function	Global Marketing
Leader	Global Brand Manager
People Leadership	N/A
Role Purpose	
Lead in the development and delivery of well-executed marketing programmes in priority markets that drive the global ambition for the brands. In collaboration with the Associate Brand Director, take responsibility for specific brand projects, working closely with global experts (e.g. Insights/Shopper Marketing/Connections etc), external agencies and cross-functional teams to deliver assets that drive equity and sales growth.	
Accountabilities	
<ul style="list-style-type: none"> Assist in the development and implementation of strategy for growth and work with regional marketing teams to develop effective local market brand plans to drive local engagement and positively impact consumer attitudes / behaviours. Support the Associate Brand Director in working closely with local market teams to review market performance and provide local teams with appropriate information and materials to drive the brands locally. Support Regional Marketing Teams to build greater brand awareness and maintain strong stakeholder relationships providing a strong presence in market to help with local execution when required. Act as the lead point of contact for POS process and the ongoing co-ordination of the Brand Asset Library. Monitor and evaluate competitor activity, making key recommendations that keep our brands distinctive and on its planned growth trajectory. Act as the day-to-day project manager for the brand marketing budgets to ensure all targets are met. Lead the creation and distribution of best practice toolkits for local markets, citing examples of excellence from across the globe. Develop strong stakeholder relationships in local markets, operations and central functions necessary to achieve brand ambitions. Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy. 	

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



Competencies

<p>Working with People</p> <ul style="list-style-type: none"> • Demonstrates an interest in and understanding of others • Adapts to the team and builds team spirit • Recognises and rewards the contribution of others • Listens, consults others and communicates proactively Supports and cares for other • Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses 	<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>Analysing</p> <ul style="list-style-type: none"> • Analyses numerical data, verbal data and all other sources of information • Breaks information into component parts, patterns and relationships • Probes for further information or greater understanding of a problem • Makes rational judgements from the available information and analysis • Produces workable solutions to a range of problems • Demonstrates an understanding of how one issue may be a part of a much larger system 	<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> • 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.
<p>Achieving Personal Work Goals and Objectives</p> <ul style="list-style-type: none"> • Accepts and tackles demanding goals with enthusiasm • Works hard and puts in longer hours when it is necessary • Seeks progression to roles of increased responsibility and influence • Identifies own development needs and makes use of developmental or training opportunities 	<p>Coping with Pressures and Setbacks</p> <ul style="list-style-type: none"> • Works productively in a pressurised environment • Keeps emotions under control during difficult situations Handles criticism well and learns from it • Balances the demands of a work life and a personal life. Maintains a positive outlook at work. • Handles criticism well and learns from it

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