

## ROLE PROFILE

<b>Job Title</b>	Customer Marketing Manager – On Trade
<b>Business Unit</b>	ODC BU – WG&S Australia
<b>Function/Region</b>	Commercial / Sales
<b>Location</b>	Australia
<b>Leader</b>	National Business Manager – Customer Marketing
<b>People Leadership</b>	N/A
<b>Job Level</b>	4B
<b>Role Purpose</b>  This role leads and executes customer, category and brand led marketing campaigns across the On-Trade to deliver QDVAAA (Quality, Distribution, Visibility, Activation, Advocacy and Appropriate) standards through disruptive activations that deliver the triple win. This critical role to ensure WG&SA builds strategic and collaborative campaigns with key customers, taking into consideration both brand and customer strategies.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Develop and manage customer marketing plans that align to customer activation opportunities and company strategy with the allocated Advertising &amp; Promotion budget</li> <li>• Lead the WG&amp;SA customer planning process across on trade for priority brands</li> <li>• Lead the sales briefing to the field team each Triannual Sales Briefing by working cross functionally to build presentations, toolkits, and Point of Sale</li> <li>• Support in the execution of the broader WG&amp;SA Sales &amp; Marketing annual planning process as the ‘go-to’ On Trade lead</li> <li>• Own and execute WG&amp;SA sales communications to deliver in-market effectiveness and efficiencies</li> <li>• Improve brand performance through the development and implementation of shopper programmes across the on/off trade independent channel with effective &amp; impactful activations</li> <li>• Champion commercial excellence in line with WG&amp;S principles throughout the planning cycle</li> <li>• Encourage a culture of continuous improvement within the WG&amp;S marketing team via evaluation of all campaign activity and share learnings / best practice</li> <li>• Point of Sales Management: collaboration with Marketing and appropriate agencies on the development, inventory management and fulfilment of branded Point of Sale</li> <li>• Monthly reports and Calendars – lead the development and execution of the bi-monthly marketing update and monthly marketing calendar</li> </ul>	

## 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:

### Working with People

- Demonstrates an interest in and understanding of others
- Is a team player and works in a manner which creates synergy within the team
- Adapts to the team and builds team spirit
- Listens, consults others, and communicates proactively
- Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

### Planning and Organising

- Has strong attention to detail
- 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
- Expresses opinions, information, and key points of an argument clearly
- Manages time effectively
- Monitors performance against deadlines and milestones

### Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

### Creating and Innovating

- Produces new ideas, approaches, or insights
- Creates innovative products or designs
- Produces a range of solutions to problems.
- Seeks opportunities for organisational improvement. Devises effective change initiatives.

### Analysing

- 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.

### Delivering Results and 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.

**Skills and Qualifications:**Essential:

- Bachelor's degree in Business Administration or Marketing
- 4 years + experience in marketing or customer marketing
- Demonstrated ability and knowledge of various software packages, particularly all Microsoft Office applications.

Desirable:

- Liquor industry experience
- Agency Management
- Budget Management

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