

ROLE PROFILE

Job Title	Brand Manager
Business Unit	ODC BU
Function/Region	Marketing
Location	UK Hook
Leader	Senior Brand Manager (or Head of Marketing)
People Leadership	No
Job Level	4B
Role Purpose	
To develop and deliver local implementation of Global Brand Strategy for allocated Brand(s) that maximise long term brand value, consumer fame and customer engagement.	
Accountabilities	
<ul style="list-style-type: none"> • To assist with execution of Brand Strategy, priorities and objectives, marketing plans, activities and provide updates on competitive position of brand to key internal stakeholders. • With support of Senior Brand Manager, develop, implement, monitor, and evaluate high quality/effective Brand marketing plans & activities to achieve Brand targets and build Brand equity, including through Brand Ambassador activity. • Work closely with Category & Customer Marketing Managers to ensure implementation of activities meets overall brand plans & brand guidelines. • Maintain excellent relationships with key internal and external stakeholders to optimise delivery of activities and facilitate timely, relevant communication • Be continuously alert to changes, issues and opportunities in the market, evaluate & recommend solutions and implement agreed changes to plans to optimise return. • Lead extended agency team (Events, PR) to deliver consistently disruptive activation. • Collaborate closely with Global Brand Teams to strengthen relationship 	
Skills, and Qualifications	
<ul style="list-style-type: none"> • Proven experience of creating brand strategy and full market mix development and activation. • Demonstrable experience of full P&L analysis and comfortable with key financial metrics. • Excellent presentation and communication skills. • A creative and entrepreneurial approach. • Successful third-party relationship management (managing cross-agency teams). • Excellent project management skills. • Has a confident proactive approach and is consistently reliable in delivery. • Strategic thinker and influencer. 	

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