







ROLE PROFILE

Job Title	Customer Marketing Manager – On Premise & Field
Business Unit	WG&S Australia
Location	Australia
Leader	National Business Manager - Customer Marketing
People Leadership	N/A
Job Level	4B
Role Purpose This role leads and executes customer, category and brand led marketing campaigns across the On-Trade to deliver QDVAAA 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.	
Accountabilities <ul style="list-style-type: none"> • Develop and manage customer marketing plans that align to customer activation opportunities and company strategy with the allocated A&P budget • Lead the WGSA customer planning process across on trade for priority brands • Lead the sales briefing to the field team each TSB by working cross functionally to build presentations, toolkits, and POS • Support in the execution of the broader WGSA Sales & Marketing annual planning process as the ‘go-to’ On Premise lead • Own and execute WGSA sales communications to deliver in-market effectiveness and efficiencies • Improve brand performance through the development and implementation of shopper programmes across the on/off trade independent channel with effective & impactful activations • Champion commercial excellence in line with WG&S principles throughout the planning cycle • Encourage a culture of continuous improvement within the WG&S marketing team via evaluation of all campaign activity and share learnings / best practice • POS Management: collaboration with Marketing and appropriate agencies on the development, inventory management and fulfilment of branded POS • Monthly reports and Calendars – lead the development and execution of the bi-monthly marketing update and monthly marketing calendar 	
Values <div> <div>  <p>BE PROUD We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> <div>  <p>BE RESPONSIBLE We expect every individual and their teams to be accountable and to perform to their full potential</p> </div> <div>  <p>BE SUSTAINABLE We wish to make a positive contribution to our communities and to our environment</p> </div> <div>  <p>BE PROFESSIONAL We value integrity, transparency, professionalism and constructive debate within a team working culture</p> </div> <div>  <p>BE ENTREPRENEURIAL We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p> </div> <div>  <p>THINK LONG TERM We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> </div>	

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:

- 4 years + experience in marketing or customer marketing preferred
- Demonstrated ability and knowledge of various software packages, particularly all Microsoft Office applications.

Desirable:

- Bachelor's degree in Business Administration or Marketing
- Liquor industry experience
- Agency Management
- Budget Management

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