

ROLE PROFILE - INTERNAL

Role Title	Assistant Customer Marketing Manager - NKA
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	Shanghai
Team Leader Role	Senior Customer Marketing Manager
Team Members	No
Role Level	4B
Role Purpose Bridge marketing key initiatives/campaign with National Key Account (NKA) channels' business needs. Design and deploy customized traffic gaining, promotion programs and in-store activations to drive fast growth and development of NKA customers.	
Accountabilities • Design and deploy customized in store activation and promotion programs to drive National Key Account fast business growth. • Penetrate and understand NKA customers' business model, operation system, promotion mechanism. Design WGS portfolio, promotion, pricing, shopper engagement and in store visibility strategy for respective accounts. • Work closely with NKA sales manager and other functional teams to align joint business plan(JBP) with customers and follow through customer JBP realization • Support internal cross-functional alignment on goals and resource through skilful communication and business intelligence • Continuously improve customer marketing return on investment(ROI) through insightful pre and post analysis, and optimize promotion mechanism • Build up data system to support analysis and insight • Set and track right KPIs (e.g. revenue growth, category share, traffic and conversion) to measure the respective programs' effectiveness • Improve customer marketing plans' ROI with mechanism evolving through above review and insight	
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Competencies

Strong communication & analytical skills	Result orientated and embrace change
5+ years NKA or emerging channel biz management, preferably in beverages & spirits industry.s	Good English in both oral and written