

## ROLE PROFILE

<b>Job Title</b>	<b>Customer Marketing Manager – On Premise &amp; Field</b>
<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>  <p>This role leads and executes customer, category and brand led marketing campaigns across the On-Trade to deliver Quality, Distribution, Visibility, Availability, Activation, Advocacy standards through disruptive activations that deliver the triple win. This critical role to ensure WG&amp;SA builds strategic and collaborative campaigns with key customers, taking into consideration both brand and customer strategies.</p>	
<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; Promotional budget.</li> <li>• Lead the WGSA customer planning process across on trade for priority brands.</li> <li>• Lead the sales briefing to the field team each Trimester Sales Briefing by working cross functionally to build presentations, toolkits, and Point of Sale.</li> <li>• Support in the execution of the broader WGSA Sales &amp; Marketing annual planning process as the ‘go-to’ On Premise lead.</li> <li>• Own and execute WGSA 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 Sale 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
- 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

### 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.

<ul style="list-style-type: none"> <li>• Produces workable solutions to a range of problems</li> <li>• Demonstrates an understanding of how one issue may be a part of a much larger system.</li> </ul>	
<p><b>Skills and Qualifications:</b></p> <p><u>Essential:</u></p> <ul style="list-style-type: none"> <li>• 4 years + experience in marketing or customer marketing preferred</li> <li>• Demonstrated ability and knowledge of various software packages, particularly all Microsoft Office applications.</li> </ul> <p><u>Desirable:</u></p> <ul style="list-style-type: none"> <li>• Bachelor's degree in Business Administration or Marketing</li> <li>• Liquor industry experience</li> <li>• Agency Management</li> <li>• Budget Management</li> </ul>	
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