

Job Title	Brand Manager
Business Unit	ODC BU
Function/Region	China
Location	Shanghai
Leader	Marketing Manager
People Leadership	No
Job Level	4B
Role Purpose Strengthen brand equities to achieve responsible brand(s) through comprehensive and effective execution & management of the Advertising & Promotions (A&P) programs, marketing campaigns, activities for the respective brand to meet the market's business objectives.	
Accountabilities • Support the Marketing Managers in the development of winning marketing plans and deliver strong execution of the plans for the allocated brand in order to drive brand performance in the market to meet the market's business objectives • Work with key stakeholders to deliver holistic consumer campaigns that enhance brand equity and generate commercial success • Deliver brand growth drivers, in line with the local and global Brand Plan and in collaboration with Global Shopper Marketing and Global Insights & Analytics teams, to support consumer commitment, long-term equity growth and medium-term P&L performance • Develop comprehensive brand activation strategies in line with the overall marketing plan. Plan, manage and execute all aspects of the brand campaigns, from concept development to post - campaign review • Collaborate closely with agencies and manage agency use to develop activity programmes to deliver the annual marketing plan across the full marketing mix, ensuring flawless on-time execution • Adopt and execute the QPR, KPIs setting and M&E process to ensure effectiveness and efficiency of allocated marketing budget • Manage A&P budgets, expenses and invoices for all activities to ensure accurate, up to date records. • Be continuously alert to market changes, issues and opportunities, evaluate & recommend solutions and implement agreed changes to plans in order to optimise return • Be the champion of sourcing consumer and customer insights around your brand • Monitor and evaluate brand performance and competitive activity, providing regular updates to the local leadership team and Global Brand Team and making key recommendations that keep the brand on its planned value growth trajectory. • Ensure zero compliance breaches and follow global compliance & anti-corruption regulation	
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