## ROLE PROFILE

|  |  |
| --- | --- |
| **Role Title** | **Marketing Manager - China** |
| **Internal Reference** | ODC-0404 |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Marketing |
| **Location** | Shanghai |
| **Team Leader Role** | Head of Marketing |
| **Role Level** | 4A |
| **Team Members** | Yes |
| **Role Purpose**  The Marketing Manager will manage the Balvenie brand with direct responsibility for developing and achieving brand objectives, with a clear focus on driving brand vision and equity. This role is responsible for the positive development of the brand, driving sustainable brand growth, brand equity, consumer commitment and brand profitability through disruptive and engaging consumer and channel programmes. | |
| **Accountabilities**  • Deliver agreed Brand targets through sound financial planning, project resource management, alignment of systems and processes and effective direction of brand advocacy activity. • To manage and evaluate high quality Brand Marketing plans and activities to drive achievement of Brand targets and build Brand equity. • To drive execution of Brand Strategy, priorities and objectives, annual marketing plans and activities and provide updates on competitive position of brands to key internal stakeholders. • Maintain excellent relationships with key internal and external stakeholders (including Brand Owners and commercial team) in order to optimise delivery of activities and facilitate timely, relevant communication • Agree, monitor and review annual plans, targets and budget ensuring effective financial planning • Be continuously alert to changes, issues and opportunities in the broader market, evaluate and recommend solutions and implement changes to agreed plans in order to optimise return • Manage functional A&P budget with accountability for Brand P&L • Lead and own NPD / Gifting / VAP solutions • Management of Brand Ambassadors where applicable; ensure alignment of Brand Ambassador activities with local/global brand strategies • Management of Brand Ambassadors where applicable; ensure alignment of Brand Ambassador activities with local/global brand strategies | |
| **Created by:** | Kathy Zhang |
| **Creation Date:** | 01/08/2022 |
| **HRBP:** | Shayne Goh |
| **Date of last revision:** | 19/04/2024 |