



Job Title	Brand Manager - Premium Plus
Job Level	4A
Location	Richmond
Business Unit	GTR
Function	Marketing
Leader	Head of Marketing
People Leadership	None
Role Purpose	
<p>Deliver on our ambitious 5YP for our Malts range. Clear focus on strategically important Brands: Monkey Shoulder, Hendrick’s and Grants</p> <p>Set and activate brand strategy that leads to improved ROI across relevant financial & brand equity measures for this portfolio of brands.</p> <p>Lead interpretation of Global brand vision for full global GTR relevance outlining clear Channel/Customer priorities and executing this to highest standards to build customer & consumer commitment for best long-term ROI.</p>	
Responsibilities	
<ul style="list-style-type: none"> • Develop Premium Spirits brand plans and activation plans for GTR, in line with the Global Brand Plan agenda, by working closely with the Head of Marketing, regional teams, and Global brand teams • Responsibility for experientially led campaigns • Lead and own NPD / Gifting / VAP solutions opening Brands to new occasions for current/new passengers • Strengthen the relationships with GBTs through leadership of Quarterly Business Reviews, day-to-day ways of working, sharing GTR best practices • Maintain excellent relationships with key internal and external stakeholders (including Customer Marketing and commercial teams) in order to optimise delivery of activities and facilitate timely, relevant communication • Deliver agreed Brand targets across the portfolio through sound financial planning, people resource management and alignment of systems and processes e.g. matching & helping to deliver GTR QDVAAA targets • Agree, monitor and review annual plans, targets and budget with key stakeholders ensuring effective financial planning and brand planning • Support Commercial Teams with customised Plans that match our & Retailer strategies • 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 • Adapt global toolkits and materials from Global Marketing teams and focus on developing appropriate brand messaging, communication/storytelling to support GTR brand and activation plans • Develop PR/communication plan for premium + (Events, PR) and work closely with Customer marketing to execute, providing support as appropriate • Manage and control A&P budget in line with allocation • Measure and evaluate effectiveness of A&P spend with the goal to consistently improve return on investment • Prepare all education materials and programs 	



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

Leading and Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Formulating Strategies and Concepts

- Works strategically to realise organisational goals
- Sets and develops strategies
- Identifies, develops positive and compelling visions of the organisation's future potential
- Takes account of a wide range of issues across, and related to, the organisation

Persuading and Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

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

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

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organisation Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

Skills and Qualifications

- Proven experience of brand leadership, including responsibility for creating brand strategy and full market mix development and activation for a premium brand
- Excellent commercial understanding
- Experience of P&L analysis and key financial metrics
- Excellent presentation and communication skills
- Has a confident proactive approach and is consistently reliable in delivery
- Drinks industry experience
- Experience of project management
- Strategic thinker and influencer
- Strong influencing and relationship building skills
- High personal impact
- Creative thinker, suggesting viable new ideas, concepts and approaches

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