

Job Title	Senior Brand Manager, Flor de Caña
Business Unit	ODC
Function/Region	Marketing
Location	New York Office
Leader	Brand Director / VP, Marketing
People Leadership	Yes
Job Level	4A
Role Purpose Lead the delivery of the long-term vision, US positioning & strategic direction for the FDC brand. Deliver this in collaboration with the Brand owner, Global Brand Team, US Marketing and Commercial Leadership. SBM will have P&L / Pricing management responsibility. They will also be responsible for development of the Brand Ambassador and Brand Associate team. All candidates should have the potential to be a successor for the US Brand Director role. Stakeholder management and excellent relationship skills are critical for success.	
Accountabilities <ul style="list-style-type: none"> • Lead the delivery of the long term vision, US positioning & strategic direction for the FDC brand. Deliver this in collaboration with the Brand owner, US Marketing and Commercial Leadership. • Working with the Innovation Director to ensure the SVP, US EXEC and key stakeholders are fully aligned behind the brand vision, the US brand strategy and key brand development initiatives. • Skilled at delivering breakthrough ideas and creative programming. Leads innovation and change agendas to take the brand to the next level. • Act as the guardian for the brand, ensuring the essence, positioning and communication idea remain at the heart of all growth driving activities whilst building the brand to new heights of performance and growth, achieving stretching volume and/or value growth targets. • Proven ability to engage and deliver strong commercial support from both WGS and distributor teams behind brand priorities. • Marshall the brand resources including the US Brand Ambassadors and in-market stakeholders to ensure all brand health and financial targets are achieved over the life of the five year plan. • Promote marketing excellence across the US and wider business and actively shares best practice. • Monitor and evaluate competitive activity and brand health, making key recommendations that keep us on our planned growth trajectory • Manage and control brand P&L and resources – assessing and optimizing market priorities, investment levels, brand plans and strategic objectives to maximize growth. Decisively intervene to recommend action where necessary to deliver performance results. • Lead and develop a high performing brand and agency team with strong marketing capabilities to deliver consistently brilliant marketing work and initiatives that drive growth. • Budget Management 	

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:

Creating and Innovating:

- Produces new ideas, approaches or insights
- Creates innovative products or designs
- Produces a range of solutions to problems
- Seeks opportunities for organizational improvement
- Devises effective change initiatives

Leading & 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

Persuading & 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 & 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.

Formulating Strategies and Concepts:

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

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:

Essential:

- Bachelor's Degree is required; Master's Degree in Business Administration or a related field is preferable
- Minimum 3 - 4 years of progressively responsible brand management experience within the beverage/alcohol or consumer product goods industry, ideally working on luxury brands and/or agency brands
- An understanding of the marketing mix and key levers to impact a brand's performance
- Experience in managing effective and positive key stakeholder relationships – agencies and field sales partners – to drive the brands agenda within the business
- Consumer focus and commercial rigor
- Strong influencing skills and a bias for action
- Solution-orientation
- Excellent relationship builder with the ability to influence across all levels of the organisation and to engage key stakeholders to achieve success
- Strong written & verbal communication skills; strong interpersonal skills
- Cultural awareness with the ability to understand and adapt communication style to address differences between US and Latin American culture
- High energy and hands-on attitude
- Proven ability in generating unique and compelling ideas
- Outstanding stakeholder management -- excellent relationship building skills.
- Entrepreneurial, creative, and solutions oriented – always striving for excellence.
- Proven track record of marketing / brand building for premium or luxury brands.