

Job Title	Associate Brand Manager, Hendrick's Gin
Business Unit	ODCBU
Function/Region	Marketing
Location	New York, NY
Leader	Brand Manager
People Leadership	N/A
Job Level	4B
Role Purpose <p>The Associate Brand Manager (ABM) will play a key role in further accelerating growth by bringing Hendrick's distinctive brand to more consumers. We're looking for a passionate and self-driven ABM to help drive the brand's vision, strategic planning, and execution of annual plans. As a cross-functional role, the ABM regularly interacts with various functions, such as Finance, Commercial, and Analytics. The ABM assists with everything from P&L to advertising to trade programming.</p>	
Accountabilities <ul style="list-style-type: none"> • POS Development and Management: Collaboration with agency teams to develop disruptive point of sale materials to be used in retail and bar settings. • Performance Management: Develop monthly performance assessments for senior leadership that directly impact the trajectory of the brand. • Event Management: Coordination of brand's representation at special events, including corporate events, media added-value events, brand or portfolio sponsorships. • Agency Management: Collaborate with agencies in creative development, marketing execution, and strategic brand planning. • Presentation Management: Prepare marketing, sales and distributor presentations for the brand. • Budget Management: Work with the Finance team to plan, code, track and report brand marketing budgets across the portfolio. 	

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
- Adapts to the team and builds team spirit
- Recognises and rewards the contribution of others
- 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

Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback

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.

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
- Produces workable solutions to a range of problems
- Demonstrates an understanding of how one issue may be a part of a much larger system.

Achieving Personal Work Goals and Objectives

- Accepts and tackles demanding goals with enthusiasm Works hard and puts in longer hours when it is necessary Seeks progression to roles of increased responsibility and influence
- Identifies own development needs and makes use of developmental or training opportunities.

Skills and Qualifications:Essential:

- Bachelor's degree required (Business Administration or Marketing preferred)
- Strong communication, organizational and task management skills
- Effective teamwork and interpersonal skills
- Orientation to detail, with a specific focus on accuracy
- Ability to multi-task in a deadline driven environment
- Strong budget management and analytical skills
- Has a passion for marketing
- Creativity and innovative thinking, both in development of plans and materials and in problem-solving
- Demonstrated ability and knowledge of various software packages, particularly all Microsoft Office applications (specifically Excel)