## ROLE PROFILE

|  |  |
| --- | --- |
| **Role Title** | **Brand Manager - ODC India** |
| **Internal Reference** | ODC-0234 |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Marketing |
| **Location** | Gurgaon |
| **Team Leader Role** | Head of Marketing |
| **Role Level** | 4B |
| **Team Members** | Yes |
| **Role Purpose** To develop and deliver local implementation of the positioning for (Grant’s Triple Wood, Grant’s Distinction) along with driving sustainable brand growth, brand awareness, equity, consumer engagement and brand profitability through ATL, sampling and engaging consumer and channel programmes |
| **Accountabilities**Deliver Brand targets through sound financial planning, project resource management, alignment of systems and processes and effective direction of brand advocacy activity in order to ensure effective utilization of A&P. Create and deliver brand ideas through a 360 approach through the line ATL, on ground properties, build trials, PR and Influencer Programs to deliver brand awareness Research and consumer led approach to deliver clear priorities and objectives. Lead effective development and implementation of Brand Strategy, Brand extension, priorities, annual marketing plans to build brand positioning and gain market share. Design and execute strong off trade and on trade tool kits along with innovative strategies to result in Omni channel campaigns in collaboration with Sales teams/GBTs to deliver locally aligned brand executions Lead and own Banquet/large consumption occasions/Gifting / VAP solutions to deliver consideration. Be a Champion of Route to Consumer and Category understanding to deliver M&E/insights. Drive and evaluate growth drivers to influence clear learnings/actions that result in strong programs/communication Align the trade advocates activities with local/global brand strategies to deliver brand love and awareness Portfolio led initiatives on Grant’s to create halo of Triple wood Maintain excellent relationships with key internal and external stakeholders in order to optimise delivery of activities and facilitate timely, relevant communication. |
| **Created by:** | Payal Nijhawan |
| **Creation Date:** | 18/02/2022 |
| **HRBP:** | N/A |
| **Date of last revision:** | 19/04/2024 |