

ROLE PROFILE

Job Title	Senior Brand Manager, The Balvenie
Business Unit	WG&S UK
Function/Region	Marketing
Location	Hook
Leader	Head of Marketing Luxury & Challenger Brands
People Leadership	1 Brand Ambassador
Job Level	4A
Role Purpose Deliver on our 5YP growth ambition for The Balvenie, a key strategic driver of WG&S UK growth. Build the strategy and plans and engage the business behind the objective of expanding brand value through luxury expansion and unlocking a broader consumer base. Further develop brand equity through establishing the brand in the relevant cultural space(s). Prioritise and set direction to manage allocation and optimise financial ROI in the relevant channels and customers. Align with global stakeholders and lead local teams to plan and execute best in class campaigns and activations. Lead and coach a Brand Ambassador to build brand advocacy at scale.	
Accountabilities <ul style="list-style-type: none"> • Creates strategy and sets direction for the brand based on insight led planning and inspires the WG&S UK team to believe in and deliver on the plan • Omni communications planning- managing an integrated agency team to define and deliver communications plans to establish The Balvenie as a credible voice in relevant cultural space(s) with delivery against key comms, equity and trial measures • Lead and own NPD process including defining and leading project teams for outstanding launch/in market execution • Maintain excellent relationships with key internal and external stakeholders (including Customer Marketing, Meta and commercial teams) in order to optimise delivery of tools and activities and facilitate timely, relevant communication • Supports the Meta team in driving permanent visibility in GSW and lighthouse accounts and expanding the brand footprint in the channel • Support BA to create plans that drive advocacy at scale aligned to brand objectives • Builds and strengthens relationships with GBT ensuring alignment and sharing of best practises through quarterly meetings and day to day working • Have a strong market understanding across all channels of trade to be able to influence/provide direction/create ideas in these different environments • Agree, monitor and review annual plans, targets and budget with key stakeholders 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 • Lead a Brand Ambassador including coaching and development of the individual and support for other leaders within the team • Full P&L ownership and rigorous budget management 	

Created by:	Gwilym Cooke
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HRBP:	Melissa Thomas
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Role specific competencies and skillset *(FOR INTERNAL USE ONLY):

Leading and Supervising <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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

Company 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



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Skills, Qualifications and Experience :

- Able to quickly build effective working relationships with key stakeholders business wide
- Provides direction and focus – cut's through complexity to provide direction and clarity on what will impact brand performance
- Proven leader who can set objectives, performance manage a team and develop individuals to achieve their potential
- 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