## ROLE PROFILE

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| **Role Title** | **Assistant Brand Manager** |
| **Internal Reference** | ODC-0125 |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Marketing |
| **Location** | TBC |
| **Team Leader Role** | Brand Manager; Head of Marketing; Senior Brand Manager |
| **Role Level** | 5 |
| **Team Members** | No |
| **Role Purpose** Assisting the Brand Managers on executing the brand plans. |
| **Accountabilities**• Develop and execute a winning marketing plan for each of the allocated regionally managed brands• A&P phasing and planning to deliver the activations planned• Keep the brand strategy and implementation on track by identifying changes in consumer insights, channel dynamics and emerging trends• Be the functional expert on experiential marketing and PR communications• Connect, network, and create lasting WGS relationships with key opinion leaders and influencers in lifestyle and food and beverage space• Align the Global teams to input with relevant assets and communication tools relevant for the market• Assist the Head of Marketing in managing the trade partners from transfer of product knowledge to trade / consumer promotional support activity and pricing strategy implementation. • Monitor and evaluate competitive activity making key recommendations that keep WGS Core brands on their planned value growth trajectory.• Communicate the brand development and best practice with Global Brand Team and regional teams |
| **Created by:** | [Role Created By] |
| **Creation Date:** | [Role Creation Date] |
| **HRBP:** | N/A |
| **Date of last revision:** | 21/05/2023 |