## 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 |