

ROLE PROFILE

Job Title	Marketing Manager – Line Extension
Business Unit	WG&S India
Function/Region	Marketing
Location	Gurgaon, India
Leader	Head of Marketing
Team Members	No
Job Level	4A
Role Purpose This role is responsible for leading, developing, shaping, and delivering well-executed brand extension lines (brand-associated products and programmes) with supporting distinctive brand assets, toolkits, and guidelines that drive consumer commitment, long-term equity growth and short-term and medium-term P&L performance in line with statutory compliance. This role delivers brand growth and revenue associated with our brands in compliance with local India market legal requirements to allow our brands to advertise across platforms.	
Accountabilities • Work with Global and local market stakeholders including Global Brand Teams, local Brand Teams, Quality Team etc., to develop the brand extension product range and associated requirements (including product, packaging, pricing ladders, etc), and deliver brand innovation and renovation, as required in line with global brand direction, while managing key deliverables across the internal gate process. • Work directly with internal stakeholders and third-party marketing stakeholders to ensure the brilliant planning and execution of appropriate marketing plans through collaboration and local insight and deliver assets in alignment with local needs and global excellence standards. • Develop and manage the project launch plan on brand extension line projects, including necessary tools and assets, and work with relevant parties to successfully implement per plan and monitor commercial performance to deliver an independent P&L. • Lead the measurement and evaluation of the brand extension lines by developing effective dashboards and tools and establishing a reporting rhythm identifying trends and opportunities to drive continuous improvement and review and identify learnings, translating post measurement evaluations and data into market insight, identify further opportunities for new brand line extensions and improvement. • Ensure application and adoption of quality, compliance, financial tracking and accountability to have all mandates and approvals by internal stakeholders to ensure effective controls are in place and the brand is protected from risks on quality and trademark. • Lead and ensure regulatory compliance are met across the brand extension lines in close collaboration with the internal legal team and external partners including industry associations. • Lead and drive business development for the brand extensions to allow for brand investment in line with legal requirements, including criteria set up and evaluation of business partnerships, in order to drive a culture of continuous learning, agility and results.	

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:

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

Entrepreneurial and Commercial Thinking

- 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

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.

Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness, and dexterity
- Demonstrates an understanding of different organisational departments and functions

Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

Skills and Qualifications:**Essential:**

- 8-12 years' experience in managing similar Brand Extension businesses or demonstratable equivalent experience in management consulting or business development with responsibility for product development, marketing planning and execution and budget management.
- Excellent communication and influencing skills, handling multiple internal and external stakeholders with high personal impact.
- Experience in leading and managing multiple third-party/vendor relationships across product development and full launches.
- Strong analytical skills with a data driven mind, and fact-based, problem-solving approach.
- Strong commercial acumen with a balance between revenue and long-term brand growth.
- Brings a creative and disruptive mindset, understanding and challenging conventions by creating and delivering viable new ideas, concepts, and approaches to drive our brand growth.
- High degree of adaptability and flexibility.

Desirable:

- MBA qualifications advantageous.
- Experience in the FMCG, consumer goods or beverages industry preferred.
- Project management experience.

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