



Job Title	Senior Regional Marketing Manager, Nigeria
Business Unit	BBU
Function/Region	Commercial / Africa
Location	Lagos, Nigeria
Leader	Head of Marketing, Africa, Middle East and ISC
People Leadership	No
Job Level	4A

Role Purpose

Work with Head of Marketing, Africa, Middle East and ISC, Global Brand Teams, and Nigeria Commercial Team to deliver Nigeria portfolio strategy, building locally executable and relevant marketing assets with consistency from global guidelines. Support capability building of Nigeria Distributor teams to best enable WG&S long-term brand growth. Manage local agency relationships and execution.

Accountabilities

- Work with the Head of Marketing, Africa, Middle East and ISC, Global Brand Teams, and Nigeria Commercial Team to deliver the portfolio strategy for Nigeria, based on category value pools, consumer insight and our ability to win
- Take ownership of brand P&Ls in conjunction with Head of Marketing, Africa, Middle East and ISC & Nigeria Country Manager, driving brand and campaign prioritisation, investment levels and mix of long term and short term levers in line with agreed ambitions within plans
- Develop, understand and communicate Nigerian consumer insights and clearly articulate the job to be done
- Ensure priorities / needs of Nigeria are understood and aligned with Head of Marketing, Africa, Middle East and ISC and jointly influence, negotiate and demand appropriate solutions within each of the Global Brand Teams
- Engage Nigeria Distributor Teams, Nigeria Commercial teams & local agencies the relevant global brand plans and translate these into local brand plans that are locally executable and relevant, consistent with global guidelines and comply with local legislation
- Oversee the execution of each local brand plan in Nigeria & work with the WG&S Nigeria Customer Marketing Manager to develop drive cycles.
- Drive and deliver deeper insights into the Nigerian consumer landscape and ensure insights are embedded into portfolio strategy development and brand planning.
- Develop and Manage local Media & Creative agency relationships to ensure efficiency and optimisation of marketing spend & creativity.
- Ensure the measurement and evaluation of key programs and initiatives within Nigeria to ensure their effectiveness and drive continuous improvement
- Develop strong relationships with key partners within, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration
- Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW)

Created by:	Lauren Kritzinger
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