

ROLE PROFILE - INTERNAL

Role Title	Marketing Manager - China
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	Shanghai
Team Leader Role	Head of Marketing
Team Members	Yes
Role Level	4A
Role Purpose	
<p>The Marketing Manager will manage the Balvenie brand with direct responsibility for developing and achieving brand objectives, with a clear focus on driving brand vision and equity. This role is responsible for the positive development of the brand, driving sustainable brand growth, brand equity, consumer commitment and brand profitability through disruptive and engaging consumer and channel programmes.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Deliver agreed Brand targets through sound financial planning, project resource management, alignment of systems and processes and effective direction of brand advocacy activity. • To manage and evaluate high quality Brand Marketing plans and activities to drive achievement of Brand targets and build Brand equity. To drive execution of Brand Strategy, priorities and objectives, annual marketing plans and activities and provide updates on competitive position of brands to key internal stakeholders. • Maintain excellent relationships with key internal and external stakeholders (including Brand Owners and commercial team) in order to optimise delivery of activities and facilitate timely, relevant communication • Agree, monitor and review annual plans, targets and budget 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 • Manage functional A&P budget with accountability for Brand P&L • Lead and own NPD / Gifting / VAP solutions • Management of Brand Ambassadors where applicable; ensure alignment of Brand Ambassador activities with local/global brand strategies 	
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Skills and Experience

Essential:

- Qualified to degree level or equivalent within a marketing component
- Proven experience of brand leadership, including responsibility for creating brand strategy and full market mix development and activation for a premium brand.
- Excellent presentation and communication skills, takes a confident proactive approach and is consistently reliable in delivery
- Successful third party relationship management
- Innovative and entrepreneurial approach with a fresh mindset
- Strategic thinker and influencer
- Strong business acumen with strategic, analytical and planning skills.
- Experience of P&L analysis and key financial metrics advantageous

Desirable:

- Previous experience working with world class beverages/in the alcohol industry OR luxury brands advantageous
- Experience in global project management preferred