## Role Profile

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| **Job Title** | **Customer Marketing Manager – On Trade** |
| **Business Unit** | ODC BU – WG&S Australia |
| **Function/ Region** | Commercial/ Sales |
| **Location** | Australia |
| **Leader** | National Business Manager - Customer Marketing |
| **People Leadership** | None |
| **Job Level** | 4B |
| **Role Purpose** This role leads and executes customer, category and brand led marketing campaigns across the On-Trade to deliver Quality, Distribution, Visibility, Availability, Activation, Advocacy standards through disruptive activations that deliver the triple win. This critical role to ensure WG&SA builds strategic and collaborative campaigns with key customers, taking into consideration both brand and customer strategies. |
| **Accountabilities*** Develop and manage customer marketing plans that align to customer activation opportunities and company strategy with the allocated Advertising & Promotion budget.
* Lead the WG&SA customer planning process across on trade for priority brands.
* Lead the sales briefing to the field team each Triannual Sales Briefing by working cross functionally to build presentations, toolkits, and Point of Sale.
* Support in the execution of the broader WG&SA Sales & Marketing annual planning process as the ‘go-to’ On Trade lead.
* Own and execute WG&SA sales communications to deliver in-market effectiveness and efficiencies.
* Improve brand performance through the development and implementation of shopper programmes across the on/off trade independent channel with effective & impactful activations.
* Champion commercial excellence in line with WG&S principles throughout the planning cycle.
* Encourage a culture of continuous improvement within the WG&S marketing team via evaluation of all campaign activity and share learnings / best practice.
* Point Of Sales Management: collaboration with Marketing and appropriate agencies on the development, inventory management and fulfilment of branded Point of Sale.
* Monthly reports and Calendars – lead the development and execution of the bi-monthly marketing update and monthly marketing calendar.
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| **Values**C:\Users\proval\Downloads\267177_7.png |
| **Core Competencies**

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| **Working with People*** Demonstrates an interest in and understanding of others
* Is a team player and works in a manner which creates synergy within the team
* Adapts to the team and builds team spirit
* Listens, consults others and communicates proactively Supports and cares for others
* Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses
 | **Planning and Organising*** Has strong attention to detail
* Sets clearly defined objectives
* Plans activities and projects well in advance and takes account of possible changing circumstances
* Identifies and organises resources needed to accomplish tasks
* Expresses opinions, information, and key points of an argument clearly
* Manages time effectively
* Monitors performance against deadlines and milestones
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| **Relating and Networking*** Establishes good relationships with customers and staff
* Builds wide and effective networks of contacts inside and outside the organisation
* Relates well to people at all levels
* Manages conflict
* Uses humour appropriately to enhance relationships with others
 | **Creating and Innovating*** Produces new ideas, approaches, or insights
* Creates innovative products or designs
* Produces a range of solutions to problems
* Seeks opportunities for organisational improvement. Devises effective change initiatives
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| **Analysing*** Analyses numerical data, verbal data and all other sources of information
* Breaks information into component parts, patterns, and relationships
* Probes for further information or greater understanding of a problem
* Makes rational judgements from the available information and analysis
* Produces workable solutions to a range of problems
* Demonstrates an understanding of how one issue may be a part of a much larger system
 | **Delivering Results and 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
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| **Skills and Qualifications:**Essential:* Bachelor's degree in Business Administration or Marketing
* 4 years + experience in marketing or customer marketing
* Demonstrated ability and knowledge of various software packages, particularly all Microsoft Office applications.

Desirable:* Liquor industry experience
* Agency Management
* Budget Management
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| **Created by:** | R Sullivan |
| **Date:** | 15/3/2022 |
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