## 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. | | |
| **Values**  C:\Users\proval\Downloads\267177_7.png | | |
| **Core Competencies**   |  |  |  | | --- | --- | --- | | **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 | | | **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 | | **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 | | | |
| **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 | | |
| **Created by:** | | R Sullivan |
| **Date:** | | 15/3/2022 |
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