



Job Title	Customer Marketing Manager- Kenya
Business Unit	BBU
Function/Region	Commercial
Location	Africa, Middle East & ISC - In Market
Leader	Regional Director
People Leadership	None
Level	4b
Role Purpose:	
<p>Own & drive the WG&S portfolio execution in market by managing execution, co-ordinating and evaluating Marketing activities and projects (incl. innovation, portfolio, activation, promotion, in-store communication, budgeting) and by maximising display opportunities across the channels whilst ensuring compliance levels to marketing guidelines are met.</p>	
Accountabilities:	
<ul style="list-style-type: none"> • Understand local market, shopper, consumer, and customer insights to input into local customer marketing planning and feed into regional and global teams as appropriate • Work with Regional Director/Country Manager, Regional Sales Managers, Channel managers and Regional Marketing to create the rolling execution activity plan in line with the approved local Brand plans and • Ensure negotiations of activations, promotions and displays with customers, where applicable, to increase sales-out and visibility of the WG&S brands, in line with brand guidelines • Deploy flexible and practical suite of tools (channel activation, customer engagement selling) adapted from global/regional that enable the local market(s) to plan resources and A&P to target key market opportunities within key channels aligned to local brand and commercial plans • Execute activity plan, ensuring excellent portfolio execution with local distribution partners across all channels including merchandising, consumer (brand) activations, in-store shopper activation, in-store communication, and customer specific events to drive brand performance in market with a goal to build long term brand equity • Coordinate major customers/channels activities and manage channel/customer specific repacks and gifting • Work closely with the channel teams on promotion management and promo evaluations (monitoring promo numbers, promo shares, promo prices, promo targets) in line with the Global NRM framework • Analyse and propose new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Regional Director/Country Manager • Compile a monthly report detailing successes, learnings, challenges and next month's plan for the Regional Director/Country Manager and wider team and prepare a market monthly marketing activity for Regional Marketing • Monitor and report on competitor activity and market intelligence, including promotions, prices, deals and evaluate their impact on our brands and plans, making recommendations to respond appropriately • Ensure that successes, best practice, learnings from M&Es and other important regional messages are cascaded to the wider team by sharing and promoting ideas from the monthly report, as appropriate • Ensure engagement within the operating rhythm • Support the regional manager and area managers in driving the Route to Consumer agenda in the strategic markets across the region 	



Created by:	James Pennefather
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HRBP:	Nick Townsend
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