Job Title	**Brand Manager**
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	New York, NY Office
Team Leader	Marketing Vice President / Marketing Director
Team Members	No
Job Level	4B

Role Purpose

To develop and deliver local implementation of Global Brand Strategy for allocated Brand(s) that maximize long term brand value, brand equity and customer engagement. Direct responsibility for achieving volume and value growth targets.

Accountabilities

- Lead execution of brand strategy, priorities and objectives for the USA market across all consumer touchpoints.
- Recommend, evaluate and implement high quality/effective brand marketing plans and activities to achieve brand and commercial targets.
- Analyze brand and business performance and recommend improvements to ensure both short- and long-term delivery.
- Work win partnerships with the Divisional and Commercial teams to deliver strong through the line plans that engage the trade, sales team and distributors.
- Partner with the specialist functions to lead extended agency teams (events, PR, etc.) to deliver consistently excellent brand activation, establishing and developing strong relationships to achieve brand goals.
- Develop and maintain close relationships with Global Brand Teams to continually improve the delivery of appropriate brand platforms and drivers for the market.
- Lead M&E appraisal of key budget spending and recommend improvements to continually sharpen ROI.
- Budget: Ensure brand A&P is spent correctly and in full.
- Ensure delivery of a clear brand strategy across trade, on trade and off trade based on global brand strategy and core consumer insights in the market.