

ROLE PROFILE

Job Title	Marketing Manager
Business Unit	WG&S China
Function/Region	Marketing
Location	Shanghai
Leader	Head of Marketing China
People Leadership	1 direct report
Job 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 	

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

Delivering Results & 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.

Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives

Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.

<ul style="list-style-type: none"> • Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity • Demonstrates an understanding of different organisational departments and functions 	<ul style="list-style-type: none"> • Handles criticism well and learns from it.
<p>Skills and Qualifications:</p>	
<p><u>Essential:</u></p>	
<ul style="list-style-type: none"> • 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 	
<p><u>Desirable:</u></p>	
<ul style="list-style-type: none"> • Previous experience working with world class beverages/in the alcohol industry OR luxury brands advantageous • Experience in global project management preferred 	
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<p>Date:</p>	<p>August 2022</p>
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