

<b>Job Title</b>	Region Marketing Manager
<b>Business Unit</b>	ODCBU
<b>Function/Region</b>	Commercial Planning
<b>Location</b>	Home-based
<b>Leader</b>	Senior Manager, Commercial Planning
<b>People Leadership</b>	No
<b>Job Level</b>	4A
<b>Role Purpose</b>  Supports the development and execution of the go-to-market strategy for the Region, in collaboration with HQ Marketing team, consistent with brand strategies and priorities. Works with Distributor Marketing partners in the collaborative process of building brand market plans and consistently follows up to ensure flawless execution of initiatives and provides guidance in the allocation of Sales and Marketing resources in order to best achieve Region brand plans/objectives as well as build longer-term brand equity.	
<b>Responsibilities</b> <ul style="list-style-type: none"> <li>• Assist in collaborative brand planning process with Commercial Planning, HQ Marketing, Field Sales and WGS dedicated distributor partners to develop local marketing plans to supplement the HQ marketing national brand plans.</li> <li>• Explore and identify key opportunities, such as large scale events and sponsorships, within local markets that align with HQ marketing and commercial goals.</li> <li>• Ensures compliance of local programs with the specific legal/compliance constraints of the market, with brand standards, global brand identity, and brand guidelines/strategies. Provides consistent follow up to ensure flawless execution of agreed to initiatives.</li> <li>• Provides guidance in the allocation of Sales and Marketing resources for specified Region in order to best achieve Region brand plans/objectives as well as build longer-term brand equity. Ensures market &amp; Region spending on brands stays within agreed-to budgets and on strategy.</li> <li>• Supports the RTC effort to ensure that the Region team and distributor/broker efforts are focused on appropriate consumer targets, accounts, territories, channels in order to achieve long-term objectives for WGS portfolio.</li> <li>• Participates in business reviews with Distributors/brokers in order to ensure WGS brand objectives are addressed and achieved; he or she guides the Marketing process throughout the Region. Participate in key functional meetings such as NPD in order to provide updates/guidance to commercial teams.</li> <li>• Assist in the M&amp;E of all WGS activity in the market, including POS, VAPS &amp; local spending initiatives.</li> <li>• Contribute to “what's working / what's not” by soliciting local input on strategies &amp; initiatives, provide insight on competitive activity taking place out in the field</li> <li>• Act as point person for the commercial team for all requests related to POS, brand creative, presentation materials, provide al selling materials related to npd to full commercial teams</li> <li>• Update Commercial team on POS buy book timing, offerings, ad hoc process and liaise between local vendors and sales team/distributors on invoicing to ensure that all vendors are paid on time</li> </ul>	



#### 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

## VALUES

### 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

#### Working with People

- Demonstrates an interest in and understanding of others
- Adapts to the team and builds team spirit
- Recognises and rewards the contribution of others
- 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

#### Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

#### Learning and Researching

- Rapidly learns new tasks and commits information to memory quickly
- Demonstrates a rapid understanding of newly presented information
- Gathers comprehensive information to support decision making
- Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback).
- Manages knowledge (collects, classifies and disseminates knowledge of use to the organisation)

#### 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

#### Planning and Organising

- 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

<ul style="list-style-type: none"> <li>Devises effective change initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Manages time effectively</li> <li>Monitors performance against deadlines and milestones</li> </ul>	
<b>Skills and Qualifications:</b>  <u>Essential:</u> <ul style="list-style-type: none"> <li>Bachelor's Degree, required</li> <li>Minimum of 5-7 years' experience in Consumer Products Marketing with significant exposure to brand-building activities</li> <li>Exceptional leadership skills and brand strategic thinking ability, specifically in Marketing</li> <li>Excellent verbal, written, and listening communication skills</li> <li>Solid understanding of the business planning process and the ability to build a bottoms-up plan is a requirement</li> <li>Advanced problem solving and analytical skills are also required in order to assist in the achievement of the Region business plan</li> <li>Strong self-starter with personal drive; advanced influencing skills</li> <li>Solid understanding of distributor and retail operations and of appropriate brand-building and local marketing tactics in order to achieve Region profit plan as well as brand equity objectives</li> <li>Ability to work exceptionally well in a team environment</li> </ul> <u>Desirable:</u> <ul style="list-style-type: none"> <li>Significant background in the spirits and wine industry is preferred.</li> <li>Previous work experience in Sales and/or working with Sales teams is also preferred</li> </ul>		