

Job Title	Brand Manager – Glenfiddich, UK
Business Unit	WG&S UK
Function/Region	Marketing
Location	Hook
Leader	Senior Brand Manager – Glenfiddich, UK
People Leadership	None
Job Level	4B
Role Purpose With a focus on Advocacy and Shopper Marketing, develop and deliver the UK brand strategy and activation plan for Glenfiddich that leads to brand equity, consumer engagement, customer commitment and brand profitability.	
Accountabilities <ul style="list-style-type: none"> • Co-ordinate supply, commercial, category & customer marketing teams to build physical availability and execute winning commercial plans, covering seasonal activation and NPD launches. • Guide and orchestrate our Brand Ambassadors to build brand awareness & advocacy at scale within the bartender community. • Inspire and support agency teams to create powerful marketing activities with clear KPIs that build disproportionate mental availability. • Build a deep understanding of the Malt Whisky and Luxury Spirits categories to help elevate the brand. • Measure & evaluate brand and activity performance, and continuously scan the competitive environment, generating insight to optimise brand strategy & activity. • Co-own the Glenfiddich P&L with the SBM, and promote long term value growth. • Lead the business planning process to create winning strategies for Glenfiddich. • Be the #1 advocate for these brands within the business, building internal belief and support. • Nurture strong relationships with the global brand team and UK leadership team, to support delivery of the above. 	
Created by:	Freddie Vereker
Date:	7.2.22
HRBP:	Melissa Thomas
Date of last revision:	

Role specific competencies and skillset *(FOR INTERNAL USE ONLY):

Relating and Networking <ul style="list-style-type: none"> Establishes good relationships with customers agencies and colleagues Builds wide and effective networks Relates well to people at all levels Manages conflict Uses humour appropriately to enhance relationships with others 	Analysing <ul style="list-style-type: none"> 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 <p>Produces workable solutions to a range of problems</p>
Analysing <ul style="list-style-type: none"> 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 	Presenting and Communicating Information <ul style="list-style-type: none"> 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
Delivering Results & Meeting Customer Expectations <ul style="list-style-type: none"> 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. 	Entrepreneurial and Commercial Thinking <ul style="list-style-type: none"> Keeps up to date with competitor and market trends Identifies business opportunities. Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

Company 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

Skills, Qualifications and Experience:

- Proven experience of creating brand strategy and full market mix development and activation for a premium brand
- Demonstrable experience of full P&L analysis and comfortable with key financial metrics
- Excellent presentation and communication skills
- A creative and entrepreneurial approach
- Successful third party relationship management (managing cross-agency teams)
- Excellent project management skills
- Has a confident proactive approach and is consistently reliable in delivery
- Strategic thinker and influencer
- Drinks industry experience (preferable)