

Job Title	Brand Manager
Business Unit	ODC
Function/Region	Marketing
Location	New York, New York
Leader	Senior Brand Manager / Brand Director
People Leadership	Brand Ambassadors(s) if applicable
Job Level	4B
Role Purpose	
<p>The Brand Manager will help with the development of the brand and, where appropriate, his or her Brand Ambassador(s). The Brand Manager will manage the brand, with direct responsibility for developing and achieving volume and value growth targets, and with a clear focus on driving the brand vision and equity. The company looks for innovative, entrepreneurial and positive professionals with fresh ideas who would like to be part of a dynamic growing company. Ideal candidates have previous experience from world class beverage/alcohol companies.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Managing the annual and long-range brand planning cycle • Generating, assessing & recommending growth platforms • Executing consumer communications strategies • Executing break-through promotional programs • E&A management & tracking • Gathering and analyzing in-market performance • Analyzing, communicating and executing geographic, channel, variant and size mix strategies • Managing relevant agency relationships across the marketing mix • Working closely with key stakeholders to influence their role in the development and execution of the brands' activities • When appropriate, this person will be responsible for the professional development of each of his or her ambassadors, including: setting Key Performance Indicators (KPIs), directing / guiding towards achievement of KPIs, conducting Annual and Mid-Year Performance Evaluations and identifying and facilitating key development opportunities 	