

HEAD OF MARKETING

Job Title	Head of Marketing
Business Unit	ODC BU
Function/Region	Marketing
Location	UK Hook
Leader	Marketing Director
People Leadership	Yes
Job Level	3B
Role Purpose	
<p>Lead the portfolio of allocated Brands, interpreting Global Brand Strategies to define and prioritise UK approach. Develop Integrated Business Plan for portfolio of brands, that maximises long term brand value, consumer fame and customer engagement.</p>	
Accountabilities	
<ul style="list-style-type: none"> To lead P&L responsibility for allocated portfolio, with clear prioritisation from an investment, time, monetary and channel POV. Manage portfolio A&P budget with full responsibility for all elements of marketing mix for allocated portfolio. Lead development and delivery of insight based executable plans with clear range/channel strategies commercial teams can deliver in line with our RTC strategy. Close liaison and working with UK Commercial team. Foster and lead a culture of continuous improvement of RoI on all spend, championing focus on M&E across all activities (A, P, CMI, T&E, overhead). This includes increased focus on connections planning and media budget deployment with clear objectives for all brand activations. Outline and deliver targeted growth across financial metrics. Brand Health, on and off-trade ROS and distribution targets (matching & supporting on-trade DAV targets), new variant launches. Lead, coach, motivate and develop Portfolio Brand Team in line with the Company Values to maximise employee engagement and engender a high performance culture. Positive engagement with and management of Brand Owners whether internal or external including, QBRs, Brand Planning, and day-to-day, whilst positively sharing UK best practices. Be continuously alert to changes, issues and opportunities in the broader market, evaluate and manage solutions and changes to agreed plans in order to optimise return 	
Skills, and Qualifications	
<ul style="list-style-type: none"> Strong background of brand management experience, including responsibility for creating brand strategy and full market mix development and activation. Clear capability with marketing research, advertising, PR and portfolio management. Strong analytical skills and demonstrable experience of full P&L analysis. Strong understanding of different brand growth strategies and what's required in market to deliver these. Understanding changing consumer contact landscape e.g. digital, mobile, and trends. Capable of influencing a large and broad group of multifunctional stakeholders both internal and external. Some local market experience would be desirable, ideally in the UK or other developed market. 	

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