

ROLE PROFILE TEMPLATE

Job Title	Customer Marketing Manager
Business Unit	ODC BU – WG&S India
Function/Region	Commercial
Location	Gurgaon, India
Leader	Head of RTC
People Leadership	Yes
Job Level	4A
Role Purpose This role will lead, strategy, planning and delivery for the Customer Marketing Function across all channels in India. Working in tandem with Sales and Brand teams to create consumer/shopper facing activation plans and formats at the point of purchase and consumption to increase consideration/conversion. This critical senior position is responsible to bring – “strategy to action” for the long term growth of our brands and will be part of the commercial leadership team, whilst working closely with the central brand team. Will be responsible for all future and current planning of Customer Marketing plan/budgets and delivery in India. This role is responsible to lead a team that implements the CM plans across all channels of Off and On trade including the light house channel. In addition work closely with the Key Accounts and regional sales teams. In addition, this role will focus on “Third Space” of events and brand advocacy, besides being the owner of all M&E across all channels. This role will seamlessly work with internal and external stakeholders while developing strategies for innovative activations and promotions in line with the AOP	
Accountabilities • Lead the Customer Marketing planning and execution and create all long term and immediate Customer Marketing plans across channels. Lead strategy to action for all BTL plans across Off/On Premise nationally. • Create and deploy activation strategy across the country in Key Accounts/Priority Channels (premium chains, stand-alone lighthouse, 5-star hotels etc). Off /On trade –including the luxury agenda across relevant channels • Lead the Route to Consumer (RTC) Work Stream; ‘Efficiently’– Measurement and Evaluations (M&E) of all promotional campaigns across all Channels, tracking, measuring and evaluating capturing learning/s vs ROI / achievement of objectives. Be the owner for reviewing and reporting BTL activations vs plans, spends vs budgets • Lead the RTC Work Stream– ‘Right Job’/”Geographic prioritisation” - Effectively use demand sensing, for consumer/shopper trends & insights while creating/reviewing channel segments, brand x channel prioritisation and creating the right Minimum(MES) and Activation(AES) Execution Standards for each brand x channel x Tier. • Manage A&P-in line with the annual plan for each channel and stage of brand as well as macro category/consumer/retail trends. • Create a CRM program to build strong relationships with key customers in Off/On Premise accounts (Including with business owners, general managers, F&B, Purchase and operations to enhance long term business. • Create and own all process and governance for BTL spends. Be an active part of the Purchase committee. • Apply an external lens to all decisions, monitoring environment and trends through market intelligence-including promotions, visibility and offers. Assess impact on our brands and plans, and create appropriate plans. • Work with the broader Customer marketing team to implement a flexible and useful set of tools (such as customer engagement selling and channel activation) across channels planning resources and A&P in line with local brand x channel x geographic prioritisation.	

- To keep strong internal, cross-functional ties in order to enhance efficiency.

Skills and Qualifications:

- Relevant Post Graduate /MBA Degree/Diploma (Full Time preferable)
- 12+ years of experience in sales/ Customer/consumer marketing /Trade marketing, with at least 3 years' experience in strategy and planning roles
- Frontline Operations and Sales Managerial experience in Alcobev/FMCG(D)/Beverage industry– Key accounts/institutional sales management at a regional/national level is desirable
- Must have line manager experience of at least 3 years (including managing young managers), having worked in a matrix structure will be an advantage
- Experience in Modern Off trade/ Category management/Event Management is desirable
- IT Skills (excel/power point/word), Good presentation skills written and verbal
- Numerate aptitude
- Demonstration of strong execution and project management skills - a superb planner of work and activities.
- Good interpersonal skills / relationship building with ability to influence key decisions
- Open to travel as and per business requirements

Personal Characteristics:

- Confident and motivated, resilient, and reliable
- Ability to balance and switch from strategic thinking to execution and rolling up sleeves and lead from the front
- Drive for results, energy and focus to energize the internal and external resources of the company to execute
- Ability to manage multiple projects and prioritise. Attention to detail and deadlines
- Flexibility to adapt to changing environment and marketing conditions
- Organised – a planner as well as an implementer
- Team player – with Can do attitude creating a strong performance culture around them