

ROLE PROFILE

Role Title	Digital Marketing Manager - SEA
Business Unit / Group Function	BBU
BU Team / Sub-Function	Marketing – SEA
Location	Singapore
Team Leader Role	Head of Marketing - SEA
Role Level	L4A
Team Members	No
Role Purpose	
<p>Lead digital paid media plans, planning and execution at both the portfolio and brand level. This includes both awareness / equity building and conversion media. This role orchestrates complex digital plans with an emphasis on channel mix, budget allocation, KPI and objective setting, backed up by measurement and analysis. The role leads partnerships across a complex stakeholder map including in-market teams in SEA, Global Brand teams, Business Development Leads, agency partners, and Global Digital teams.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Lead the development and optimization of SEA digital marketing and CRM programs to drive effective equity and efficient conversion in partnership with the SEA Regional Marketing team, in-market teams, and Global Digital team. • Direct management of media agencies and brand teams throughout the campaign launch process from brief to wrap reporting. Ensure creative best practices are upheld and utilized across the portfolio. • Oversee digital media budget and making recommendations on investment allocations across channels. • Lead digital marketing measurement approach, identifying KPIs, ensuring data is captured correctly and completely, and flagging gaps in measurement. Evolve and implement plans for first party (CRM) data capture for use in paid media activation (targeting/retargeting) and measurement (BLS/MMM). Strong analytical acumen required to gain insights and effectiveness of digital media and marketing programming. Partner with Data & Insights team to generate a step change in measurement capability and performance improvement. • Be the subject matter expert in a continually evolving, complex digital landscape. This includes established digital and offline channels (social media, streaming video and audio, etc), emerging platforms and technology for test and learn opportunities. • Act as main portfolio point of contact for media agency and lead agency relationship to create strong long-term partnership. • Utilize strong understanding of path to purchase in spirits to create breakthrough digital content and experiences with measurable impact in the digital ecosystem - increase quality, consistency, and effectiveness of brand content seen and engaged by target consumers across formats and platforms. • Co-ordinate and integrate digital/social plans in SEA toolkits across our core brands to ensure we have a consistent and relevant message and are driving footfall to outlet/retailer. • Champion digital content and online advocacy within the organization and share best practices with Global team. Act as internal consultant to brand and leadership teams through upskilling. • Provide subject matter expertise to SEA Brand Ambassadors and upskilling to help reach social media KPIs and improve online presence. Identify opportunities for expanding online influence. • Cultivate and maintain excellent relationships with various stakeholders across the SEA region and Global business. Key relationships will include SEA Regional Marketing team, in-market teams and agency 	

partners, Global Digital team, Business Development Leads and Brand Ambassadors with some interaction with distributors and customers.

- Provide thought leadership and championing insight into future digital trends and areas to deliver business advantages. Share insights and best practice, to drive continuous improvement within SEA markets.
- Consistently update understanding of existing and emerging trends, technology, and culture in order to keep the business informed and recommend areas for experimentation. Take advantage of learning and development opportunities outside of WG&S (conferences, courses, etc).
- Be a constant agent of innovation, change and creativity in the evolving digital media and social space.