

## ROLE PROFILE

<b>Job Title</b>	<b>Brand Manager</b>
<b>Business Unit</b>	ODC
<b>Function/Region</b>	Marketing
<b>Location</b>	Gurgaon
<b>Leader</b>	Payal Nijhawan
<b>People Leadership</b>	1
<b>Job Level</b>	4B
<b>Role Purpose</b> To develop and deliver local implementation of the Global positioning for (Monkey Shoulder, Hendrick's, Drambuie) along with driving sustainable brand growth, brand awareness, equity, consumer engagement and brand profitability through ATL, disruptive and engaging consumer and channel programmes.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Deliver Brand targets through sound financial planning, project resource management, alignment of systems and processes and effective direction of brand advocacy activity in order to ensure effective utilization of A&amp;P.</li> <li>• Create and deliver brand ideas through a 360 approach through the line ATL, on ground properties and Influencer Programs to deliver brand awareness and preference.</li> <li>• Research and consumer led approach to deliver clear priorities and objectives.</li> <li>• Lead effective development and implementation of Brand Strategy, Brand extension, priorities, annual marketing plans to build brand positioning and gain market share.</li> <li>• Design and execute strong off trade and on trade tool kits along with innovative PR strategies to result in Omni channel campaigns in collaboration with Sales teams/GBTs to deliver locally aligned brand executions.</li> <li>• Lead and own Banquet/large consumption occasions/Gifting / VAP solutions to deliver consideration.</li> <li>• Be a Champion of Route to Consumer and Category understanding to deliver M&amp;E/insights.</li> <li>• Align the Brand Ambassador activities with local/global brand strategies to deliver brand love and awareness.</li> <li>• Maintain excellent relationships with key internal and external stakeholders in order to optimise delivery of activities and facilitate timely, relevant communication.</li> </ul>	

## 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

## Core Competencies:

### Creating and Innovating

- Produces new ideas, approaches, or insights
- Creates innovative designs
- Produces a range of solutions to problems.
- Seeks opportunities for organisational improvement. Devises effective change initiatives.

### Planning and Organising

- Has strong attention to detail
- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Identifies and organises resources needed to accomplish tasks
- Expresses opinions, information and key points of an argument clearly
- Manages time effectively
- Monitors performance against deadlines and milestones
- Result oriented and a Project manager and leader

### Working with People

- Demonstrates an interest in and understanding of others
- Is a team player and works in a manner which creates synergy within the team
- Adapts to the team and builds team spirit
- Listens, consults others and communicates proactively Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses
- Strong integration with BA and sales teams
- Timely communication/reports and updates with key stakeholders

### Deciding and Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative, acts with confidence and works,
- Initiates and generates activity

### Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships

### Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation

<ul style="list-style-type: none"> <li>• Probes for further information or greater understanding of a problem</li> <li>• Makes rational judgements from the available information and analysis</li> <li>• Produces workable solutions to a range of problems</li> <li>• Demonstrates an understanding of how one issue may be a part of a much larger system.</li> <li>• Strong ownership of market data that links into objectives and strategies- incl. course correction</li> </ul>	<ul style="list-style-type: none"> <li>• Relates well to people at all levels</li> <li>• Manages conflict</li> <li>• Lives the values</li> </ul>
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### **Skills and Qualifications:**

#### Essential:

- MBA is required.
- Minimum of 8 years' experience out of which 3-4 years in Brand Marketing is mandatory.
- Excellent presentation and communication skills.
- Has a confident proactive approach and is consistently reliable in delivery.
- Creative and strategic thinking.
- Strong experience in project management.
- Proven ability in generating unique and compelling marketing ideas and strategies.
- Strong influencing skills and a bias for action.
- Demonstrates initiative necessary to handle multiple projects in a timely manner.

#### Desirable:

- Demonstrated ability and knowledge of various software packages, particularly all Microsoft Office applications (specifically Excel) and Adobe creative suit is an advantage but not essential.

Created by:	Payal Nijhawan
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