



Job Title	Global Assistant Brand Manager – New to World Innovation
Job Level	4B
Location	Dublin
Business Unit	Marketing
Function	Global Marketing
Leader	Global Head of New to World Innovation
People Leadership	N/A

Role Purpose

Lead the development and delivery of key brand initiatives across the New to World Innovation portfolio. In collaboration with Marketing Managers and the Global Head of New to World Innovation, assist in equipping key markets with all the tools to enable ambitious brand growth and learning.

Accountabilities

- Work closely with the Global Head of New to World Innovation to implement the NTW Innovation Strategy over a 5-10 year timeline in alignment with the overarching global innovation vision and strategy as well as the Crosshairs framework.
- Obtain an understanding and awareness of shifting trends, new occasions, target consumer groups, etc by working closely with the Global Insights & Analytics team.
- Assist in the development of NTW brand tools across the innovation portfolio.
- Assist the implementation of the Global Brand strategies with local brand marketing teams to ready the foundations for executional success.
- Lead the creation and distribution of best practice toolkits for local markets, citing examples of excellence from across the globe to enhance our growth learning potential.
- Act as the lead point of contact for toolkit circulations and the ongoing co-ordination of the Brand Asset Library.
- Develop strong stakeholder relationships with key partners in global marketing, ODCs, 3PDs, NPD and operations teams and central functions as necessary in order to achieve brand ambitions.
- Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy.

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



Competencies

Working with People

- Demonstrates an interest in and understanding of others
- Adapts to the team and builds team spirit
- Recognises and rewards the contribution of others
- Listens, consults others and communicates proactively Supports and cares for other
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships
- Probes for further information or greater understanding of a problem
- Makes rational judgements from the available information and analysis
- Produces workable solutions to a range of problems
- Demonstrates an understanding of how one issue may be a part of a much larger system

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Learning and Researching

- Rapidly learns new tasks and commits information to memory quickly
 - Demonstrates a rapid understanding of newly presented information
 - Gathers comprehensive information to support decision making
 - Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback)
- Manages knowledge (collects, classifies and disseminates knowledge of use to the organisation)

Creating and Innovating

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