

ROLE PROFILE TEMPLATE

Job Title	Whisky Specialist
Business Unit	ODC
Function/Region	Marketing
Location	China
Leader	Kathy Zhang
People Leadership	N/A
Job Level	5
Role Purpose <p>The role of Whisky Specialist is responsible for the mentoring, PR effective generation and social media of the Balvenie, and some of Glenfiddich core range mentoring in China.</p> <p>Priority focus will be on:</p> <ul style="list-style-type: none"> • The mentoring program of The Balvenie in China market • PR effect generation & social media for The Balvenie • To hold some of Glenfiddich Core Range Mentoring for on trade/consumers • Working closely with sales to ensure outstanding mentoring for Balvenie & Glenfiddich Core range. 	
Accountabilities <ul style="list-style-type: none"> • Communication • Great communication skills to internal & external to deliver a professional and clear brand image • Planning • Very well Whisky Specialist's Schedule management • Brand Mentoring planning on request • Mentoring • To hold Balvenie Mentoring and some of Glenfiddich Core range mentoring successfully • To build great relationship with valued target consumer、media and on trade influencer • Best practice sharing • Sharing Success Stories with internal team • Monthly Report • Claim payment • Influencer's Capabilities • To be the face of the Balvenie brand • The go-to person who makes a difference to a customer's business with every mentoring • A valued business consultant to the consumer / trade / media • People Performance – Can work well across different cultures <p>Key Performance Metrics: Include the top 3 KPIs for the role (without reference to any commercial or confidential information or particular targets)</p> <p>Relating and Networking</p> <ul style="list-style-type: none"> • Establishes good relationships with customers and staff • Builds wide and effective networks of contacts inside and outside the organisation • Relates well to people at all levels • Manages conflict 	

- Uses humour appropriately to enhance relationships with others

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 needs of an audience and to their reactions and feedback
- Projects credibility

Planning and Organising

- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Manages time effectively
- Identifies and organises resources needed to accomplish tasks
- Monitors performance against deadlines and milestones

Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows respect and sensitivity towards cultural and religious differences
- Deals with ambiguity, making positive use of the opportunities it presents

Coping with Pressures and Set Backs

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations Handles criticism well and learns from it
- Balances the demands of a work life and a personal life. Maintains a positive outlook at work
- Handles criticism well and learns from it

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

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:

<p>Deciding & Initiating Action</p> <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects and people • Takes initiative and acts with confidence • Initiates and generates activity 	<p>Leading & Supervising</p> <ul style="list-style-type: none"> • Provides others with a clear direction • Sets appropriate standards of behaviour • Delegates work appropriately and fairly • Motivates and empowers others • Provides staff with development opportunities and coaching • Recruits staff of a high calibre
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> • Makes a strong personal impression on others • Gains clear agreement and commitment from others by persuading, convincing and negotiating • Promotes ideas on behalf of self or others • Makes effective use of political processes to influence and persuade others 	<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> • 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.
<p>Applying Expertise & Technology</p> <ul style="list-style-type: none"> • Applies specialist and detailed technical expertise • Develops job knowledge and expertise through continual professional development • Shares expertise and knowledge with others • Uses technology to achieve work objectives • Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity • Demonstrates an understanding of different organisational departments and functions 	<p>Coping with Pressures & Setbacks</p> <ul style="list-style-type: none"> • Works productively in a pressurised environment • Keeps emotions under control during difficult situations • Balances the demands of a work life and a personal life. • Maintains a positive outlook at work. • Handles criticism well and learns from it.

Skills and Qualifications:

Essential:

Desirable:

- Great beverage knowledge
- Strong whisky knowledge
- Good knowledge of local market trends
- Good presentation skills
- Very well in Spoken and written English
- Strong communication skill
- Be good at computer system operation : such as Excel , PPT ...
- Strong interpersonal and relationship management skills
- Presentation skill
- Public relationship management
- Communication skill

Created by:	Kathy Zhang
Date:	26 th April 2022
HRBP:	
Date of last revision:	June 2020