

<b>Job Title</b>	<b>Brand Manager</b>
<b>Business Unit</b>	ODCBU
<b>Function/Region</b>	Marketing
<b>Location</b>	New York, New York
<b>Leader</b>	Senior Brand Manager, Brand Director
<b>People Leadership</b>	Brand Ambassadors(s) if applicable
<b>Job Level</b>	4B
<b>Role Purpose</b>  <p>The Brand Manager will help with the development of the brand and, where appropriate, his or her Brand Ambassador(s). The Brand Manager will manage the brand, with direct responsibility for developing and achieving volume and value growth targets, and with a clear focus on driving the brand vision and equity. The company looks for innovative, entrepreneurial and positive professionals with fresh ideas who would like to be part of a dynamic growing company. Ideal candidates have previous experience from world class beverage/alcohol companies.</p>	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Managing the annual and long-range brand planning cycle</li> <li>• Generating, assessing &amp; recommending growth platforms</li> <li>• Executing consumer communications strategies</li> <li>• Executing break-through promotional programs</li> <li>• E&amp;A management &amp; tracking</li> <li>• Gathering and analyzing in-market performance</li> <li>• Analyzing, communicating and executing geographic, channel, variant and size mix strategies</li> <li>• Managing relevant agency relationships across the marketing mix</li> <li>• Working closely with key stakeholders to influence their role in the development and execution of the brands' activities</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:

### Relating and Networking:

- 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

### Analyzing:

- 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
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### Creating and Innovating:

- Produces new ideas, approaches or insights
- Creates innovative products or designs
- Produces a range of solutions to problems
- Seeks opportunities for organizational improvement
- Devises effective change initiatives
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### 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.
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### Planning and Organizing:

- 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
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### Entrepreneurial and Commercial Thinking:

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

**Skills and Qualifications:**Essential:

- Bachelor's Degree is required; Master's Degree in Business Administration or a related field is preferable
- Minimum 2 years of progressively responsible brand management experience within the beverage/alcohol or consumer product goods industry
- An understanding of the marketing mix and key levers to impact a brand's performance
- Experience in managing effective and positive key stakeholder relationships – agencies and field sales partners – to drive the brands agenda within the business
- Consumer focus or commercial rigor
- Strong influencing skills and a bias for action
- Solution-orientation
- Strong written & verbal communication skills; strong interpersonal skills
- High energy and hands-on attitude