

## ROLE PROFILE

<b>Job Title</b>	<b>Assistant Brand Manager</b>
<b>Business Unit</b>	ODC BU – WG&S Korea
<b>Function/Region</b>	Marketing
<b>Location</b>	Korea
<b>Leader</b>	Head of Marketing
<b>People Leadership</b>	N/A
<b>Job Level</b>	5
<b>Role Purpose</b>	
<p>This role is responsible for the development and delivery of well-executed marketing programmes in Korea that drive the ambition for the brand. In collaboration with the Brand Managers, Ambassadors take responsibility for specific brand projects, working closely with global experts (e.g. Global Brand Team / Luxury / Insights &amp; Analytics / Commercial Strategy), external agencies and local cross-functional teams to deliver assets that drive equity and sales growth.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>• Assist in the development and implementation of strategy for growth and work with global marketing team to develop effective local market brand plans to drive consumer / customer engagement and positively impact consumer attitudes / behaviours.</li> <li>• Support the Brand Managers in working closely with cross functional teams to review market performance and provide other teams with appropriate information and materials to drive the brands in market.</li> <li>• Support Brand Managers to build greater brand awareness and maintain strong stakeholder relationships providing a strong presence in market to help with execution when required.</li> <li>• Assist in the on the ground execution of strategic consumer marketing campaigns.</li> <li>• Monitor and evaluate competitor activity, making key recommendations that keep our brands distinctive and on its planned growth trajectory.</li> <li>• Assist consumer facing off-line brand activations, support communications with partners and handling agencies for overall brands.</li> <li>• Creation and distribution of best practice reports to set examples of excellence across the globe.</li> <li>• Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&amp;S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy.</li> <li>• Analyse and report industry sales data and new trends to internal stakeholders and keep them up to date with information.</li> <li>• Provide administrative support to the marketing team.</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:

### 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 others
- 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

### 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)

### Planning and Organising

- 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
- Manages time effectively
- Monitors performance against deadlines and milestones

### Coping with Pressures and Setbacks

- 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
- 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:

- Strong project management skills, and experience of working with multifunction stakeholders to deliver marketing tools and activities
- Attention to detail and an ability to prioritize and multi-task
- Creative thinking and ability to derive project concepts in line with brand strategy
- Effective interpersonal and problem-solving skills
- Strong communication, organizational and task management skills
- An excellent command of English
- Professional and a team player with proven interpersonal skills and an ability to build sound working relationships

Desirable:

- Planning and project management experience with spirits brand is a plus
- Enthusiastic and passionate with a proactive, upbeat attitude and sense of humour
- Positive, friendly and people- oriented
- Ability to interact with a variety of people at different levels and within different cultures
- Ability to anticipate and troubleshoot potential obstacles proactively
- Meticulous - Attention to detail in planning and execution of initiatives
- Resilient, remains calm under pressure

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