

## ROLE PROFILE

<b>Job Title</b>	<b>Assistant Brand Manager</b>
<b>Business Unit</b>	WG&S India
<b>Function/Region</b>	Marketing
<b>Location</b>	Gurugram
<b>Leader</b>	Brand Manager
<b>People Leadership</b>	N/A
<b>Job Level</b>	5
<b>Role Purpose</b>	
Lead Implementation of Annual Brand Strategy as per the annual brand Plan	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Extend Support in Annual Planning and Lead Execution of Marketing Calendar</li><li>• Design and execute off trade and on trade Innovations, tool kits.</li><li>• Responsible for managing internal and externally stakeholders to deliver locally aligned brand executions</li><li>• Develop &amp; Execute Brand Ambassador activities with local/global brand strategies to create love on the brand</li><li>• Responsible for Agency Management for designing the campaign in line with Marketing calendar</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:

### Deciding & Initiating Action

- 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

### Leading & Supervising

- 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

### Persuading & Influencing

- 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

### 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.

### Applying Expertise & Technology

- 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

### Coping with Pressures & Setbacks

- 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:

- Graduate with prior working experience for 3-5 years.
- Excellent presentation and communication skills
- Strong Executor with Project Management exposure.
- Effective teamwork and interpersonal skills

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