



Job Title	Region Marketing Manager
Job Level	4A
Location	Home-based (MI)
Business Unit	ODCBU
Function	Commercial
Leader	Director, Commercial Execution, USA
People Leadership	None
Role Purpose Supports the development and execution of the go-to-market strategy for the Region, in collaboration with HQ Marketing team, consistent with brand strategies and priorities. Works with Distributor Marketing partners in the collaborative process of building brand market plans and consistently follows up to ensure flawless execution of initiatives and provides guidance in the allocation of Sales and Marketing resources in order to best achieve Region brand plans/objectives as well as build longer-term brand equity.	
Responsibilities: <ul style="list-style-type: none"> • Participate in key functional meetings such as NPD in order to provide updates/guidance to Associates • Represents the portfolio of WGS brands in the field and works with distributor marketing partners in the collaborative process of building brand market and launch plans and consistently follows up to ensure flawless execution of agreed-to initiatives. • Provides guidance in the allocation of Sales and Marketing resources for specified Region in order to best achieve Region brand plans/objectives as well as build longer-term brand equity. Ensures market & Region spending on brands stays within agreed-to budgets and on strategy. • Ensures compliance of local programs with the specific legal/compliance constraints of the market, with brand standards, global brand identity, and brand guidelines/strategies. Collaborates with HQ Marketing to develop launch plans, fiscal-year brand strategies, as well as 5-year plan/brand strategy development. • Supports the effort to ensure that the Region team and distributor/broker efforts are focused on appropriate consumer targets, accounts, territories, channels in order to achieve long-term objectives for WGS portfolio. • Maintains and analyzes market data regarding brand performance as well as competitive activity and pricing in the market looking for trends and opportunities and prepares reports for WGS team and senior management, as appropriate. • Participates in business reviews with Distributors/brokers in order to ensure WGS brand objectives are addressed and achieved; he or she guides the Marketing process throughout the Region. • Participate in high level meetings • Provides extra insight and support to the functional director 	
Planning: <ul style="list-style-type: none"> • Assist in the collaborative brand planning process with HQ Marketing, Field Sales and WGS-dedicated Distributor/broker Marketing personnel. • Collaborate with Region Marketing and local sales team to develop local brand plans to supplement National Brand Plans. • Assist in the tracking and evaluation of all WGS activity in the market, including POS, VAPS, & local spending initiatives • Contribute to "what's working / what's not" by soliciting local input on strategies & initiatives 	
Communication: <ul style="list-style-type: none"> • Champion our brands and their plans with the commercial team & Distributor partners. • Knowledge of brands, their heritage, their history, the product, the key selling propositions, etc. • Act as point person for the commercial team for all requests related to POS, brand creative, presentation materials • Provide insight on competitive activity taking place out in the field • Update Commercial team on POS buy book timing, offerings, ad hoc process • Provide all selling materials relating to new product development to full commercial teams 	

Execution:

- Assist in deployment of local market marketing plans, working with Region Marketing and national agencies in order to ensure flawless execution of consumer activation initiatives
- Assist in the development and execution of one-off programs and sponsorships, tailored to the market, in line with brand strategies and platforms. I.e. coordinate staffing, POS, catering, compliance, etc.
- Assist Region Marketing in developing and implementing appropriate sourcing strategies for local sales promotion materials and for local events, attempting to optimize Division-wide efficiencies
- Provide additional assistance to commercial team in order to achieve WGS volume and marketing targets: participation in blitzes, surveys etc.
- Work with commercial team to manage POS budgets to ensure spending stays within agreed-to budgets -- specifically those funds that are allocated to Promotion & LMF.
- Liaise between local vendors and sales team/distributors on invoicing to ensure that all vendors are paid on time

Business Monitoring:

- Maintain, analyze and report category, brand and competitive market data
- Understand and report local category and competitive insights/trends
- Coordinate Division IRC/MIR requirements and analyze redemptions/program results

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

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)

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

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

Skills and Qualifications:

Essential:

- Bachelor's Degree is required
- Minimum of 5-7 years in Consumer Products Marketing with significant exposure to brand-building activities
- Exceptional skills in Marketing leadership and brand strategic thinking
- Excellent verbal, written, and listening communication skills
- Solid understanding of the business planning process and the ability to build a bottoms-up plan is a requirement
- Advanced problem solving and analytical skills are also required in order to assist in the achievement of the Region business plan
- Strong personal drive; advanced influencing skills
- Solid understanding of distributor and retail operations and of appropriate brand-building and local marketing tactics in order to achieve Region profit plan as well as brand equity objectives
- Ability to work exceptionally well in a team environment
- Self-starter

Desirable:

- Significant background in the spirits and wine industry is preferred.
- Previous work experience in Sales and/or working with Sales teams is also preferred