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| **Job Title** | **Shopper Marketing Manager** |
| **Business Unit** | BBU |
| **Function/Region** | Global Marketing |
| **Location** | Richmond |
| **Leader** | Associate Global Director Shopper Marketing |
| **People Leadership** | No |
| **Job Level** | 3B |
| **Role Purpose** To be the expert voice of the shopper for specified portfolio of WG&S brands, building capability and leveraging this to deliver omni-channel shopper marketing campaigns & activation materials that drive conversion of our brands. |
| **Accountabilities*** Be the expert voice of the shopper: Identify the shopper mission / occasion and relevant channel activation opportunities for specified portfolio of WG&S brands, across paid / owned / earned touchpoints in collaboration with the Insights & Analytics, Global Brands and Commercial Planning & Category Development team and other relevant parties, including in-market teams.
* Lead Omnichannel shopper marketing campaigns that fully support our brand programs in collaboration with Global Brand teams, ACE and Insights & Analytics teams.
* Lead the creation of shopper activation materials, for specified WG&S brands, in collaboration with Global Brand teams based on identified brand growth drivers (as identified by various sources: Global Brand, Markets, Category Development, Insights & Analytics teams) in close collaboration with our creative/shopper agencies and incorporating learnings from post-measurement evaluations.
* Create portfolio shopper solutions for both Brand and Category that deliver against the growth drivers identified by the Commercial Planning & Category Development team for priority occasions (e.g. Gifting, Festive, After-Work etc.) ensuring flexibility for both developed and developing markets.
* Responsible for managing members of global shopper agency responsible for specified portfolio of WG&S brands, for ensuring agency are fully briefed on all relevant brand activity and drive relevant shopper marketing campaigns that target identified shoppers.
* Lead the creation of the Standards of Excellence (QDVAAA) for specified WG&S Brands, in collaboration with the Global Brand Teams that are cascaded to the Category Development team for refining into Minimum Execution Standards and global deployment.
* Best Practice: Contribute via the global shopper council and GBT meetings, enabling the sharing of insight, tools, process and best practice across ODC and 3PD markets.
* Capability: Promote and endorse the WG&S Way of Shopper across global and local teams.
* Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration.
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| **Values**C:\Users\proval\Downloads\267177_7.png |

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| **Competencies**

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| **Deciding and Initiating Action*** Makes prompt, clear decisions which may involve tough choices or considered risks
* Takes responsibility for actions, projects and people
* Takes initiative, acts with confidence and works,
* Initiates and generates activity
 | **Formulating Strategies and Concepts*** Works strategically to realise organisational goals
* Sets and develops strategies
* Identifies, develops positive and compelling visions of the organisation’s future potential
* Takes account of a wide range of issues across, and related to, the organisation
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| **Persuading and 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
 | **Relating and Networking*** Writes clearly, succinctly and correctly
* Writes convincingly in an engaging and expressive manner Avoids the unnecessary use of jargon or complicated language
* Writes in a well-structured and logical way
* Structures information to meet the needs and understanding of the intended audience
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| **Analysing*** 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
 | **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 |

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| Created by: | Melonie Meehan |
| Date: | 29th March 2021 |
| HRBP: | Liam MacNamee |
| Date of last revision: | 29th March 2021 |