

ROLE PROFILE

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| Job Title | Assistant Brand Manager |
| Business Unit | WG&S India |
| Function/Region | Marketing |
| Location | Gurugram |
| Leader | Brand Manager |
| People Leadership | N/A |
| Job Level | 5 |
| Role Purpose Assisting the Brand Managers on executing the Glenfiddich & The Balvenie India brand plan. | |
| Accountabilities <ul style="list-style-type: none"> • Develop and execute a winning marketing plan for each of the allocated regionally managed brands • A&P phasing and planning to deliver the activations planned • Keep the brand strategy and implementation on track by identifying changes in consumer insights, channel dynamics and emerging trends • Be the functional expert on experiential marketing and PR communications • Connect, network, and create lasting WG&S India relationships with key opinion leaders and influencers in lifestyle and food & beverage space • Align the Global teams to input with relevant assets and communication tools relevant for Indian market • Assist the Head of Marketing in managing the trade partners from transfer of product knowledge to trade / consumer promotional support activity and pricing strategy implementation. • Monitor and evaluate competitive activity making key recommendations that keep WG&S Core brands on their planned value growth trajectory. • Communicate the brand development and best practice with Global Brand Team and regional team in IMEA. | |

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 agencies, customers, and colleagues
- 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

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

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

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.

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
- Manages time effectively
- Identifies and organises resources needed to accomplish tasks
- Monitors performance against deadlines and milestones

Skills and Qualifications:Essential:

- Graduation in Business Administration or Marketing
- 4-5 years consumer marketing /brand activation experience, preferably with a premium/luxury, lifestyle brand.
- Hands-on experience in managing high net worth individuals, super premium consumers, corporate customers, and event management & execution
- Influencer reach, lifestyle media management skills and relationship building

Desirable:

- Ability to work with autonomy and with high level of self-drive
- Proactive, detail oriented
- Creative, with excellent presentation and communication skills
- Presentable, with in-depth understanding of the niche, luxury

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| Created by (Leader) | Rohini Menezes |
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| HRM: | Rishu Makkar |
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