

## ROLE PROFILE

<b>Job Title</b>	<b>Marketing Manager - The Balvenie</b>
<b>Business Unit</b>	WG&S Taiwan
<b>Function/Region</b>	Marketing
<b>Location</b>	Taiwan
<b>Leader</b>	Head of Marketing
<b>People Leadership</b>	Yes
<b>Job Level</b>	4A
<b>Role Purpose</b>  Work with the Global Brand Team in leading, developing, shaping, and delivering well-executed Brand Plans and programmes in line with global standards of excellence, with supporting distinctive brand assets, toolkits, and guidelines that drive consumer commitment, long-term equity growth and short-term and medium-term P&L performance.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Work with Global and local market stakeholders including Global Brand Teams, local cross-functional teams, Quality Team etc., to develop and implement the brand plans and portfolio as required in line with global brand direction, for long-term equity growth and short- and medium-term brand P&amp;L performance and brand health</li> <li>• Work directly with internal stakeholders and third-party marketing stakeholders to ensure the brilliant planning and execution of appropriate marketing plans through collaboration and local insight and deliver assets in alignment with local needs and global excellence standards</li> <li>• Develop and manage the launch plan on brand and innovation projects, including necessary tools and assets, and work with relevant parties to successfully implement per plan and monitor commercial performance to deliver the brand A&amp;P spend within budget</li> <li>• Manage media planning, media assets and work closely with creative agencies, data suppliers, events management, and other relevant parties to develop effective materials</li> <li>• Manage all aspects of advertising across the brand to create the seamless integrated omnichannel experiences that reflect insight driven consumer understanding in the local market</li> <li>• Lead the measurement and evaluation of the brand by developing effective dashboards and tools and establishing a reporting rhythm identifying trends and opportunities to drive continuous improvement and review and identify learnings, translating post measurement evaluations and data into market insight, identify further opportunities for brand development and improvement</li> <li>• Ensure application and adoption of quality, compliance, financial tracking, and accountability to have all mandates and approvals by internal stakeholders to ensure effective controls are in place and the brand is protected from risks on quality and trademark</li> <li>• Lead and ensure regulatory compliance are met across the brand in close collaboration with the internal legal team and external partners including industry associations and KOL</li> <li>• Lead and a high performing team with inspiring and motivating people management skills</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:

- 8-12 years' experience in similar brand/consumer marketing
- Demonstrated experience with people leadership showing strong leadership and interpersonal skills; able to inspire, engage, influence, motivate and coach others
- Excellent communication in English and Chinese with strong influencing skills, handling multiple internal and external stakeholders with high personal impact
- Experience in leading and managing multiple third-party/vendor relationships across product development and full launches
- Strong analytical skills with a data driven mind, and fact-based, problem-solving approach
- Strong commercial acumen with the ability to translate consumer insight into targeted and effective action
- Brings a creative and disruptive mindset, understanding and challenging conventions by creating and delivering viable new ideas, concepts, and approaches to drive our brand growth
- High degree of adaptability and flexibility

Desirable:

- Experience in the FMCG, consumer goods or beverages industry preferred.
- Digital & RM experience is a plus
- Project management experience

Created by:	Jenny Chen
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HRBP:	Shayne Goh
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