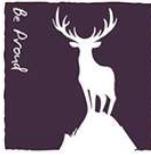




<b>Job Title</b>	<b>Associate Brand Manager</b>
<b>Job Level</b>	4B
<b>Location</b>	New York
<b>Business Unit</b>	BBU
<b>Function</b>	Marketing
<b>Leader</b>	Category Marketing Director
<b>People Leadership</b>	N/A
<b>Role Purpose</b>	
<p>We're looking for a passionate and self-driven Associate Brand Manager (ABM) to serve as a key member of The Balvenie and Tullamore D.E.W brand teams. The ABM will support in driving the brands' vision, strategic planning, and execution of annual plans.</p> <p>As a cross-functional role, the ABM regularly interacts with various functions, such as Finance, Commercial, and Analytics. The ABM assists with everything from P&amp;L to advertising to trade programming.</p>	
<b>Responsibilities</b>	
<ul style="list-style-type: none"> <li>• <b>POS Development and Management:</b> Collaboration with agency teams to develop disruptive point of sale materials to be used in retail and bar settings.</li> <li>• <b>Performance Management:</b> Develop monthly performance assessments for senior leadership that directly impact the trajectory of the brand.</li> <li>• <b>Event Management:</b> Coordination of brand's representation at special events, including corporate events, media added-value events, brand or portfolio sponsorships.</li> <li>• <b>Agency Management:</b> Collaborate with agencies in creative development, marketing execution, and strategic brand planning.</li> <li>• <b>Presentation Management:</b> Prepare marketing, sales and distributor presentations for the brand.</li> <li>• <b>Budget Management:</b> Work with the Finance team to plan, code, track and report brand marketing budgets across the portfolio.</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:

### 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

### 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.

### 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.

### Achieving Personal Work Goals and Objectives

- Accepts and tackles demanding goals with enthusiasm Works hard and puts in longer hours when it is necessary Seeks progression to roles of increased responsibility and influence
- Identifies own development needs and makes use of developmental or training opportunities.



## **Skills and Qualifications:**

### Essential:

- Bachelor's degree required (Business Administration or Marketing preferred)
- 2-3 years of brand management or similar experience
- Strong communication, organizational and task management skills
- Effective teamwork and interpersonal skills
- Orientation to detail, with a specific focus on accuracy
- Ability to multi-task in a deadline driven environment
- Strong budget management and analytical skills
- Has a passion for marketing
- Creativity and innovative thinking, both in development of plans and materials and in problem-solving
- Demonstrated ability and knowledge of various software packages, particularly all Microsoft Office applications (specifically Excel)