



Job Title	Customer Marketing Manager- Kenya
Business Unit	BBU
Function/Region	Commercial
Location	Africa, Middle East & ISC - In Market
Leader	Regional Director
People Leadership	None
Level	4b
Role Purpose: Own & drive the WG&S portfolio execution in market by managing execution, co-ordinating and evaluating Marketing activities and projects (incl. innovation, portfolio, activation, promotion, in-store communication, budgeting) and by maximising display opportunities across the channels whilst ensuring compliance levels to marketing guidelines are met.	
Accountabilities: <ul style="list-style-type: none"> Understand local market, shopper, consumer, and customer insights to input into local customer marketing planning and feed into regional and global teams as appropriate Work with Regional Director/Country Manager, Regional Sales Managers, Channel managers and Regional Marketing to create the rolling execution activity plan in line with the approved local Brand plans and Ensure negotiations of activations, promotions and displays with customers, where applicable, to increase sales-out and visibility of the WG&S brands, in line with brand guidelines Deploy flexible and practical suite of tools (channel activation, customer engagement selling) adapted from global/regional that enable the local market(s) to plan resources and A&P to target key market opportunities within key channels aligned to local brand and commercial plans Execute activity plan, ensuring excellent portfolio execution with local distribution partners across all channels including merchandising, consumer (brand) activations, in-store shopper activation, in-store communication, and customer specific events to drive brand performance in market with a goal to build long term brand equity Coordinate major customers/channels activities and manage channel/customer specific repacks and gifting Work closely with the channel teams on promotion management and promo evaluations (monitoring promo numbers, promo shares, promo prices, promo targets) in line with the Global NRM framework Analyse and propose new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Regional Director/Country Manager Compile a monthly report detailing successes, learnings, challenges and next month's plan for the Regional Director/Country Manager and wider team and prepare a market monthly marketing activity for Regional Marketing Monitor and report on competitor activity and market intelligence, including promotions, prices, deals and evaluate their impact on our brands and plans, making recommendations to respond appropriately Ensure that successes, best practice, learnings from M&Es and other important regional messages are cascaded to the wider team by sharing and promoting ideas from the monthly report, as appropriate Ensure engagement within the operating rhythm Support the regional manager and area managers in driving the Route to Consumer agenda in the strategic markets across the region 	



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