



Job Title	Customer Marketing Manager - Nigeria
Business Unit	BBU
Function/Region	Commercial
Location	Lagos, Nigeria
Leader	Country Manager
People Leadership	None
Level	4B
Role Purpose: To own & drive the WG&S portfolio execution at a store level.	
Accountabilities: <ul style="list-style-type: none">• Own the customer marketing plan.<ul style="list-style-type: none">○ Based on understanding of local consumer / shopper / customer requirements, work closely with the distribution partner marketing teams, their 2 trade marketing heads and the WG&S Regional marketing team to create the rolling execution activity plan (drive cycle) that is aligned with the approved brand plans. Ensure WG&S alignment with the distribution partners operating rhythm.• Execute the activity plan.<ul style="list-style-type: none">○ Ensure excellent portfolio execution with local distribution partners across all priority channels. This will involve the deployment of a flexible and practical suite of tools which will enable the local market to target key opportunities within key channels, aligned to local brand and commercial plans (including visibility items, consumer / brand / shopper activation, in-store communication and customer specific events).○ Take responsibility for developing, and delivering on, minimum execution standards for our brands within the focus trade channels and which our aligned with our route to consumer ambitions.○ Work with the distribution partners marketing team and the WG&S Regional marketing team to ensure we have the tools needed to deliver on the minimum execution standards.• Manage all advertising and promotion spend.<ul style="list-style-type: none">○ Raise purchase order numbers, submit distributor marketing invoices to WG&S accounts payable team, ensure spend ties back to planned activity and provide the necessary supporting documentation for quarterly audit checks.○ Take accountability for providing superior measurement and evaluation of spend.• Provide market intelligence.<ul style="list-style-type: none">○ Analyse and propose new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Country Manager○ Prepare a monthly marketing activity report for the WG&S Regional Marketing Team○ 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	