

## ROLE PROFILE

|  |                               |
|--|-------------------------------|
| <b>Job Title</b>   | <b>Brand Manager (Whisky)</b> |
| <b>Business Unit</b>   | WG&S Australia                |
| <b>Function/Region</b>   | Marketing                     |
| <b>Location</b>  | Australia                     |
| <b>Leader</b>  | Marketing Manager             |
| <b>People Leadership</b>   | N/A                           |
| <b>Job Level</b>   | 4B                            |
| <b>Role Purpose</b><br><br>To support the development and delivery of local implementation of the Global Marketing Strategy for the whisky portfolio of premium malts and luxury brands (Glenfiddich & Balvenie) by owning and championing the development and delivery of specific secondary brands malt brands within the profile. Driving sustainable brand growth, brand equity, consumer commitment and brand profitability through disruptive and engaging consumer and channel programmes across all brands.  |                               |
| <b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Deliver agreed Brand targets through sound financial planning, project resource management, alignment of systems and processes and effective direction of brand advocacy activity.</li> <li>• To assist with execution of Brand Strategy, priorities and objectives, annual marketing plans and activities and provide updates on competitive position of brands to key internal stakeholders.</li> <li>• To champion specific brands and own the development of growth strategies into implementation</li> <li>• Regularly communicate brand progress against plans to Marketing Manager and share best practice with wider marketing team both locally and the global brand teams</li> <li>• Maintain excellent relationships with key internal and external stakeholders to optimise delivery of activities and facilitate timely, relevant communication.</li> <li>• Be continuously alert to changes, issues and opportunities in the market, evaluate &amp; recommend solutions and implement agreed changes to plans to optimise return.</li> <li>• Effective management of Advertising &amp; Promotion budget</li> <li>• Lead and own New Product Development / Gifting / Value Added Pack solutions for the brands</li> <li>• Strengthen relationships with Global Brand Teams to deliver locally aligned brand executions</li> <li>• Alignment of Brand Ambassador activities with local/global brand strategies</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
- A team player and works in a manner which creates synergy within the team
- Adapts to the team and builds team spirit
- 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

### Planning and Organising

- Has strong attention to detail
- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Identifies and organises resources needed to accomplish tasks
- Expresses opinions, information, and key points of an argument clearly
- Manages time effectively
- Monitors performance against deadlines and milestones

### 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.

### Deciding and Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects, and people
- Takes initiative, acts with confidence, and works,
- Initiates and generates activity

### 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.

### Formulating Strategies and Concepts

- Appropriately follows instructions from others without unnecessarily challenging authority
- Follows procedures and policies
- Keeps to schedules; arrives punctually for work and meetings
- Demonstrates commitment to the organisation
- Complies with legal obligations and safety requirements of the role.

## **Skills and Qualifications**

### Essential:

- Bachelor's degree in Business Administration or Marketing
- 4 years + experience
- Proven experience of creating brand strategy and full market mix development and activation for a premium brand
- Demonstrable experience of full Profit & Loss analysis and comfortable with key financial metrics
- Excellent presentation and communication skills (essential)
- Has a confident proactive approach and is consistently reliable in delivery
- Strategic thinker and influencer

### Desirable:

- Strong communication, organizational and task management skills
- Effective teamwork and interpersonal skills
- Experience of project management
- Demonstrated ability and knowledge of various software packages, particularly all Microsoft Office applications (specifically Excel & Access) and Adobe creative suit is an advantage but not essential.

|                        |         |
|------------------------|---------|
| Created by:            | J Sully |
| Date:                  | 4/4/22  |
| HRBP:                  | K Coyle |
| Date of last revision: | 4/4/22  |