

## ROLE PROFILE TEMPLATE

<b>Job Title</b>	Brand Manager – Hendrick’s Gin
<b>Business Unit</b>	WG&S UK
<b>Function/Region</b>	Marketing
<b>Location</b>	Hook
<b>Leader</b>	Senior Brand Manager
<b>People Leadership</b>	None
<b>Job Level</b>	4B
<b>Role Purpose</b>  To develop and deliver local implementation of Global Marketing Strategy for allocated Brand(s) that leads to brand equity, consumer engagement and brand profitability.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Deliver agreed Brand targets through sound financial planning, people resource management, alignment of systems and processes and effective direction of Brand Ambassador activity</li> <li>• To assist with execution of Brand Strategy, priorities and objectives, marketing plans, activities and provide updates on competitive position of brand to key internal stakeholders</li> <li>• With support of Senior Brand Manager, develop, implement, monitor and evaluate high quality/effective Brand marketing plans &amp; activities in order to achieve Brand targets and build Brand equity, including through Brand Ambassador activity</li> <li>• Work closely with Category &amp; Customer Marketing Managers to ensure implementation of activities meets overall brand plans &amp; brand guidelines</li> <li>• Maintain excellent relationships with key internal and external stakeholders in order 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 in order to optimise return</li> <li>• Lead extended agency team (Events, PR) to deliver consistently disruptive activation reinventing the dull &amp; conventional</li> <li>• Lead and own Advocacy programme</li> <li>• Collaborate closely with GBT to strengthen relationship</li> </ul>	
Created by:	
Date:	
HRBP:	
Date of last revision:	

**Role specific competencies and skillset \*(FOR INTERNAL USE ONLY):**

<b>Relating and Networking</b> <ul style="list-style-type: none"> <li>Establishes good relationships with customers agencies and colleagues</li> <li>Builds wide and effective networks Relates well to people at all levels</li> <li>Manages conflict</li> <li>Uses humour appropriately to enhance relationships with others</li> </ul>	<b>Analysing</b> <ul style="list-style-type: none"> <li>Analyses numerical data, verbal data and all other sources of information</li> <li>Breaks information into component parts, patterns and relationships</li> <li>Probes for further information or greater understanding of a problem</li> <li>Makes rational judgements from the available information and analysis</li> </ul> <p>Produces workable solutions to a range of problems</p>
<b>Analysing</b> <ul style="list-style-type: none"> <li>Analyses numerical data, verbal data and all other sources of information</li> <li>Breaks information into component parts, patterns and relationships</li> <li>Probes for further information or greater understanding of a problem</li> <li>Makes rational judgements from the available information and analysis</li> <li>Produces workable solutions to a range of problems</li> </ul>	<b>Presenting and Communicating Information</b> <ul style="list-style-type: none"> <li>Speaks clearly and fluently</li> <li>Expresses opinions, information and key points of an argument clearly</li> <li>Makes presentations and undertakes public speaking with skill and confidence</li> <li>Responds quickly to the needs of an audience and to their reactions and feedback</li> <li>Projects credibility</li> </ul>
<b>Delivering Results &amp; Meeting Customer Expectations</b> <ul style="list-style-type: none"> <li>Focuses on customer needs and satisfaction</li> <li>Sets high standards for quality and quantity</li> <li>Monitors and maintains quality and productivity</li> <li>Works in a systematic, methodical and orderly way</li> <li>Consistently achieves project goals.</li> </ul>	<b>Entrepreneurial and Commercial Thinking</b> <ul style="list-style-type: none"> <li>Keeps up to date with competitor and market trends</li> <li>Identifies business opportunities.</li> <li>Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value</li> </ul>

**Company 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

**Skills, Qualifications and Experience:**

- Proven experience of creating brand strategy and full market mix development and activation for a premium brand
- Demonstrable experience of full P&L analysis and comfortable with key financial metrics
- Excellent presentation and communication skills
- A creative and entrepreneurial approach
- Successful third party relationship management (managing cross-agency teams)
- Excellent project management skills
- Has a confident proactive approach and is consistently reliable in delivery
- Strategic thinker and influencer
- Drinks industry experience (preferable)