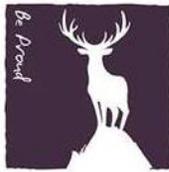


Job Title	Director, Shopper Marketing
Business Unit	ODC
Function/Region	Commercial Planning
Location	New York, NY
Leader	VP, Commercial Planning & Execution
People Leadership	Yes
Job Level	3B
Role Purpose	
Lead and deliver US commercial programming vision and strategy through development of shopper insight-led omni-channel programming and tools. Analyze program & strategy results, budgets and execution to drive clear insights and optimization for future commercial programming and tools.	
Accountabilities	
<ul style="list-style-type: none"> • Lead strategy and development of on and off-premise omni-channel programming for WGS portfolio (single and multi-brand.) Ensure programming is shopper & retailer-insight driven, aligns with brand strategies and delivers commercial KPIs. • Lead development and delivery of point-of-sale tools for all commercial programming. Ensure point-of-sale delivers effective shopper communication, provides cut-through in a crowded retail and/or on-premise environment, is premium, cost effective, planned/ ordered using RTC opportunity analysis and is delivered well ahead of scheduled execution window. • Drive M&E for priority commercial programs and tools through pre-alignment on key KPIs, establishment and execution of data capture process, development and roll-out of M&E templates for brand and commercial, development and quarterly completion of M&E reporting and analysis. Leverage analysis to optimize programming, tools and planning. • Oversee shopper marketing team. Develop and deliver against team vision. Provide shopper and POS/planning managers with clear responsibilities and priorities, effective and consistent coaching and regular career development coaching and opportunities. • Develop and maintain exceptional relationships with commercial planning and eComm teams in order to drive tight alignment on national and local omni-channel programming and tools, commercial calendars, activation planning and program M&E. • Work closely with Commercial Planning Director and Global Head of Commercial Planning to develop and lead execution of annual planning process, timelines, commercial calendars, templates, budget guidelines and presentation sessions. • Develop and maintain exceptional relationships with key distributor trade and shopper marketing leads in order to drive tight alignment on annual and programmatic plans, earn “more than our fair share” of distributor focus and build “preferred supplier status” for WGS. 	

- Provide shopper marketing thought-leadership for US organization through trend reporting and research studies. Champion commercial excellence and shopper marketing principles across the US & Global business through best practice sharing and illustration of the effectiveness of strong shopper and insight-based executions.
- Develop and maintain internal cross-functional networks, globally and in the US, to optimize delivery of programming and facilitate timely and effective execution.

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



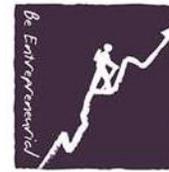
BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



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:**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

Leading and Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Persuading and 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

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organization
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

Formulating Strategies and Concepts

- Works strategically to realise organisational goals
- Sets and develops strategies
- Identifies, develops positive and compelling visions of the organisation's future potential
- Takes account of a wide range of issues across, and related to, the organisation.

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.

Skills and Qualifications:Essential:

- Minimum 5-7 years of experience in brand, trade/shopper and/or region marketing in liquor or consumer packaged goods industry is required
- Clearly demonstrates strategic thinking and the ability to create strategic plans, prioritizing choices where appropriate

- Demonstrates ability to execute against successful strategies
- Comprehensive understanding and working knowledge of brand building with the ability to balance commercial delivery
- Analytical ability – decision making based on turning data into actionable insights
- Demonstrates ability to successfully work cross-functionally
- Strong problem solving skills and able to identify brand/commercial/ product opportunities.
- Track record of senior engagement and influence (both internal and external customers and stakeholders).
- Excellent written or oral communication skills and the ability to present and articulate long term recommendations to senior stakeholders in the business.
- Ability to build strong relationships across multiple layers of organizations (both WGS and 3rd Party partners).
- Strong planning and organizational skills
- Experience of effectively managing Budgets
- Highly organized, delivers against deadlines
- Proven high executional standards and attention to detail
- Flexible with ability to travel throughout the U.S. and globally.

Desirable:

- Bachelor's Degree preferred
- Strong understanding of the 3-tier US liquor regulatory environment preferred
- Proven leadership record of strong people management, development and coaching