

Job Title	Director, Innovation Brands
Business Unit	ODCBU
Function/Region	Marketing
Location	New York, NY
Leader	SVP, Marketing, North America
People Leadership	Yes
Job Level	3B

Role Purpose

This role will facilitate the positive development of their assigned brands and team members. They will assume strategic leadership of the brand, with direct responsibility for developing and achieving volume and value growth targets with a clear focus on driving the brand vision and equity. They will lead the innovation agenda for WG&S in the USA, identifying opportunity, securing resource and executing brilliantly.

Accountabilities

- Direct the annual and long-range brand planning cycle while identifying and championing growth platforms.
- Lead innovation strategy for WG&S USA; identifying, prioritizing and championing innovation opportunities from the global innovation agenda, plus local opportunities.
- Develop and champion the innovation commercialization model, driving execution and results.
- Develop and implement consumer communications strategies and break-through promotional programs while analyzing in-market performance
- E&A development and management
- Prioritize and plan for investment in geographic, channel, variant and size mix strategies
- Manage relevant agency relationships across the marketing mix
- Work closely with Global Marketing, Regional Marketing and Commercial teams to influence their role in the development and execution of the brands’ activities
- This person will be responsible for the professional development of each of his or her team members, including:
 - Setting Key Performance Indicators (KPIs)
 - Directing / guiding towards achievement of KPIs
 - Conducting Annual and Mid-Year Performance Reviews
 - Identifying and facilitating key development opportunities
 - Developing and managing performance plans for under-performers

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:

Formulating Strategies and Concepts

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

Leading & 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 & 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

Planning and Organizing

- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Manages time effectively
- Identifies and organises resources needed to accomplish tasks
- Monitors performance against deadlines and milestones

Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows respect and sensitivity towards cultural and religious differences
- Deals with ambiguity, making positive use of the opportunities it presents

Entrepreneurial and Commercial Thinking

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

Skills and Qualifications:

Essential:

- Bachelor's Degree required
- Master's Degree in Business Administration or a related field preferred
- 5+ years of progressively responsible brand management experience within the beverage/alcohol, or consumer product goods industry
- Experience managing effective and positive key stakeholder relationships with agencies and field sales partners to drive brand agendas within the business
- Understanding of the marketing mix and key levers to impact a brand's performance
- Strong influencing skills with a bias for action; Strong managerial and leadership skills
- Strong written and verbal communication skills; Strong interpersonal skills
- High energy and hands-on attitude
- Consumer focus and commercial rigor
- Proven ability in generating unique and compelling ideas