



<b>Job Title</b>	<b>Customer Marketing Manager</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Commercial
<b>Location</b>	South Africa (Cape Town) - In Market
<b>Leader</b>	Country Manager
<b>People Leadership</b>	None
<b>Level</b>	4B
<b>Role Purpose:</b>	
To own & drive the WG&S portfolio execution at a store level.	
<b>Accountabilities:</b>	
<ul style="list-style-type: none"><li>• Own the customer marketing plan.<ul style="list-style-type: none"><li>○ 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&amp;S Regional marketing team to create the rolling execution activity plan (drive cycle) that is aligned with the approved brand plans. Ensure WG&amp;S alignment with the distribution partners operating rhythm.</li></ul></li><li>• Execute the activity plan.<ul style="list-style-type: none"><li>○ 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).</li><li>○ 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.</li><li>○ Work with the distribution partners marketing team and the WG&amp;S Regional marketing team to ensure we have the tools needed to deliver on the minimum execution standards.</li></ul></li><li>• Manage all advertising and promotion spend.<ul style="list-style-type: none"><li>○ Raise purchase order numbers, submit distributor marketing invoices to WG&amp;S accounts payable team, ensure spend ties back to planned activity and provide the necessary supporting documentation for quarterly audit checks.</li><li>○ Take accountability for providing superior measurement and evaluation of spend.</li></ul></li><li>• Provide market intelligence.<ul style="list-style-type: none"><li>○ Analyse and propose new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Country Manager</li><li>○ Prepare a monthly marketing activity report for the WG&amp;SS Regional Marketing Team</li><li>○ 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</li></ul></li></ul>	



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