

ROLE PROFILE

Job Title	Brand Manager (De Kuyper, Cocktails)
Business Unit	WG&S Australia
Function/Region	Marketing
Location	Sydney
Leader	Marketing Manager
People Leadership	N/A
Job Level	4B
Role Purpose	
<p>To support the development, delivery of local implementation of the Global Marketing Strategy for the brands – both WG&S owned and agency (De Kuyper). Championing and owning the development and delivery of specific secondary brands within the challenger portfolio – focus on Vodka and Grants. Drive sustainable brand growth, brand equity, consumer commitment and brand profitability through disruptive and engaging consumer and channel programmes across all brands.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Deliver agreed Brand targets through sound financial planning, project resource management, alignment of systems and processes and effective direction of brand advocacy activity • 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 • To champion specific brands and own the development of growth strategies into implementation • To direct and deliver the reporting of Strategy into Action and Performance on a regular basis to agency brand principle in De Kuyper • To develop and execute the Cocktails strategy for the WG&S portfolio • Regularly communicate brand progress against plans to Marketing Manager and share best practice with wider marketing team both locally and the global brand teams • Maintain excellent relationships with key internal and external stakeholders to optimise delivery of activities and facilitate timely, relevant communication • Be continuously alert to changes, issues and opportunities in the market, evaluate & recommend solutions and implement agreed changes to plans to optimise return • Effective management of A&P budget • Lead and own NPD / Gifting / VAP solutions for the brands • Strengthen relationships with GBTs to deliver locally aligned brand executions • Alignment of Brand Activation activities with local/global brand strategies 	

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 P&L analysis and comfortable with key financial metrics
- Excellent presentation and communication skills (essential)
- Confident proactive approach and is consistently reliable in delivery (essential)
- Strategic thinker and influencer

Desirable:

- Effective teamwork and interpersonal skills
- Experience of project management
- Strong influencing skills and a bias for action
- Solution-oriented with practical creativity
- Proven ability in generating unique and compelling marketing ideas and strategies
- Ability to work independently and as a team, with little supervision
- Demonstrates the initiative necessary to handle multiple projects in a timely manner
- 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

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