



<b>Job Title</b>	Assistant Customer Marketing Manager
<b>Job Level</b>	4B
<b>Location</b>	SEA
<b>Business Unit</b>	Asia
<b>Function</b>	Customer Marketing
<b>Leader</b>	Customer Marketing Manager
<b>People Leadership</b>	NIL
<p><b>Role Purpose</b> Provide in-market implementation of Brand Plans for WG&amp;S Core Brands in line with regional strategy to enhance value growth. Deliver trade marketing and commercial activation support, working closely with the Customer Marketing Manager and the local teams to ensure seamless execution of plans to deliver business objectives.</p>	
<p><b>Responsibilities</b> PROJECT MANAGEMENT: Execute against annual activity calendar and project manage all key initiatives to ensure timely executions and at scale in priority segments for each brand. Ability to set SMART objectives and define detailed tasks to execute based on planned resource/budget allocation.</p> <p>MARKET INSIGHT UNDERSTANDING: Gain understanding in market/consumer/customer insights, market/consumer/customer needs and trends, risks and opportunities produced by the Marketing Manager and how this impacts key stakeholders. Build strong awareness of local market trends (consumer, trade, competitor, political insight), and identify new disruption opportunities for WG&amp;S core brands.</p> <p>A&amp;P BUDGET MANAGEMENT: Execute against monthly budget plan based on annual activity calendar and track on a monthly basis with regular updates on PO processing during relevant meeting rhythms. Implement and strictly adhere to company's purchasing policy to manage and control efficiency of A&amp;P spend. Rationalise A&amp;P spend, making adjustments and recommendations where necessary based on analysis of ROI of activities.</p> <p>EXECUTION STANDARDS: Set objectives and KPIs for each activation platform, ensuring WG&amp;S sales execution standards are upheld. As gatekeeper of the brands and sales support funds, provide the Commercial team with guidance and support on brand guidelines and activation standards. Support the Commercial team on delivery of activation proposals to the trade with clear business case justifications. Support the Customer Marketing Manager via coordinating execution of plans between various stakeholders to ensure assets and stock supplies are in place ahead of activations. Manage stock forecasting and POSM inventory, ensuring quality control, optimised stock levels and effective deployment.</p> <p>M&amp;E: Track and evaluate the effectiveness of promotion activities versus pre-approved KPIs (pre and post M&amp;E). Calculate ROI and provide post-activation report with pictures, results and learnings for best-practice sharing. Through 'Stop/Continue/Improve' traffic light recommendations, evaluate the effectiveness of the trade promotions implemented and provide recommendations to regional team based on collective feedback from the Commercial team and trade partners.</p> <p>AGENCY MANAGEMENT: Embed procurement process in market for external agencies according to regional guidelines, submit agency pitch for final selection and validation. Manage agencies to ensure best-in-class execution in line with brand guidelines and for the best value to WG&amp;S (compliance, competitiveness, loyalty &amp; added value).</p> <p>COMMUNICATIONS: Build strong relationship with Regional Customer Marketing Hub counterparts, engaging regularly to provide feedback and updates or request support. Assist to organise and coordinate Brand Ambassador, Regional and Global Team visits. Facilitate engagement with local media, partners and influencers in alignment with brand plans. Perform frequent market visits to key accounts to discuss, implement and evaluate activation plans, building effective working relationships with distributors, customers, agencies and suppliers.</p> <p>OPERATING RHYTHMS &amp; PLANNING: Assist leader (CMM) in various planning processes as part of the operating rhythm and produce monthly reports on activities that have taken place with results and learning for future use.</p>	



## Key Performance Metrics:

KPI		Description
1.	Project Management	Manage all key initiatives to ensure timely executions
2.	Market Insights	Build strong awareness of local market trends, risks and opportunities. Identify new disruption opportunities
3.	Execution	Set objectives and KPIs for each activation platform
4.	Communications	Build strong relationships with counterparts

## 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: To be reviewed and inserted

### Planning and Organising

- 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
- Manages time effectively
- Monitors performance against deadlines and milestones

### Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

### 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

### 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

### 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

### Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

## Skills and Qualifications:

### Essential:

- Educated to degree level or equivalent, in a marketing, business or related subject with supporting work experience
- 2+ years' customer/trade marketing experience, preferably with an FMCG brand is a plus
- Strong commercial background with experience managing A&P Budgets and executing marketing campaigns
- Strong project management skills, and proven track record of working with agencies and stakeholders
- Fluent in English and local language, demonstrating good communication skills (both oral and written)
- Local candidate preferred

### Desirable:

- Positive can-do attitude and collaborative mentality



- Consistent and reliable in delivery
- Proven interpersonal skills with the ability to influence and build strong working relationships both internally and externally
- Compliance to execute against plan yet ability to translate learning and insights into improvement areas
- Attention to detail and execution of initiatives
- Resilient, flexible and remains calm under pressure
- Confident with strong networking abilities
- Passionate with a strong sense of integrity and dedication

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