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| Job Title | Senior Brand Manager – The Balvenie Single Malt Scotch Whisky |
| Job Level | 4A |
| Location | New York |
| Business Unit | ODCBU |
| Function | Marketing |
| Leader | Director, The Balvenie, Tullamore DEW, Drambuie, Solerno |
| People Leadership | Brand Ambassadors |
| Role Purpose | |
| <p>To be responsible for the positive development of the brand and brand team (Associate Brand Manager – partial support, and Brand Ambassadors).</p> <p>The Senior Brand Manager will manage the brand, with direct responsibility for developing and achieving volume and value growth targets, and with a clear focus on driving the brand vision and equity.</p> <p>The company looks for innovative, entrepreneurial and positive professionals with fresh ideas who would like to be part of a dynamic growing company. Ideally candidates have previous experience from world class CPG or beverage companies.</p> | |
| Responsibilities | |
| <ul style="list-style-type: none"> • Act as the General Manager for The Balvenie US Business • Manage the annual and long-range brand planning cycle • Generate, assess & recommend growth platforms • Execute consumer communications strategies • Execute break-through promotional programs • Performance management & tracking • Analyze, communicate and execute geographic, channel, variant and size mix strategies • Manage relevant agency relationships across the marketing mix • Work closely with key stakeholders 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 their ambassadors, including: <ul style="list-style-type: none"> • Setting Key Performance Indicators (KPIs) • Directing / guiding towards achievement of KPIs • Conducting Annual and Mid-Year Performance Evaluations • Identifying and facilitating key development opportunities | |

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:

Creating and Innovating:

- Produces new ideas, approaches or insights
- Creates innovative products or designs
- Produces a range of solutions to problems
- Seeks opportunities for organizational improvement
- Devises effective change initiatives

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

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.

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

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 is required; Master's Degree in Business Administration or a related field is preferable
- Minimum 3 - 4 years of progressively responsible brand management experience within the beverage/alcohol or consumer product goods industry
- An understanding of the marketing mix and key levers to impact a brand's performance
- Experience in managing effective and positive key stakeholder relationships – agencies and field sales partners – to drive the brands agenda within the business
- Consumer focus and commercial rigor
- Strong influencing skills and a bias for action
- Solution-orientation
- Strong written & verbal communication skills; strong interpersonal skills
- High energy and hands-on attitude
- Proven ability in generating unique and compelling ideas