



Job Title	Senior Brand Manager – Hendrick’s
Job Level	4A
Location	Sydney, Australia
Business Unit	Marketing
Function	Marketing
Leader	Andrew Skehan
People Leadership	N/A

Role Purpose

To develop and deliver local implementation of the Global Marketing Strategy for Hendricks, to drive sustainable brand growth, brand equity, consumer commitment and brand profitability through disruptive and engaging consumer and channel programmes.

Responsibilities

- 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.
- 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 in order 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 in order to optimise return.
- P&L Ownership for the Hendricks brand
- Effective management of A&P budget
- Lead and own NPD / Gifting / VAP solutions
- Strengthen relationships with GBTs to deliver locally aligned brand executions
- Alignment of Brand Ambassador activities with local/global brand strategies

Key Performance Metrics:

KPI	Description
1. Deliver budgeted financials	<ul style="list-style-type: none"> • NSV/cs • PAM • Manage A&P budgets in line with budgets
2. Build Premium Brands to Maximise Long-Term Growth	<ul style="list-style-type: none"> • Drive category share growth for key brands • Develop and implement annual strategic brand plan • Manage & execute channel programme in line with key brand growth drivers • Deliver disruptive through the line activity across the brand to recruit new consumers • Execute innovation and perfect serve comms in market
3. Implement Clear Portfolio Prioritisation Strategy	<ul style="list-style-type: none"> • Work in 'brand champion' teams to foster great cross functional collaboration across key brand/s • Execution of clear channel prioritisation strategy, focussing investment and programmes behind key customers for growth • Work closely with customer marketing to measure and evaluate brand programmes for ongoing optimisation • Champion brand amongst broader business to ensure best



		in class execution of brand programmes
4.	Deliver results in a high performing team	<ul style="list-style-type: none"> • Develop Coaching & Leadership skills with brand champion team • Monthly Reporting on brand activations • Induct all new employees into the brand/s world • Share best practice to improve capability amongst wider business • Lead the presentation and execution of annual plans at annual conferences • Deliver of administration tasks on time and full

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

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.

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

Working with People

- Demonstrates an interest in and understanding of others
- Is 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

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.

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:

- Bachelor's degree in Business Administration or Marketing is required;
- 4 years + experience
- 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.
- 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)
- Has a confident proactive approach and is consistently reliable in delivery (essential)
- Experience of project management
- Strategic thinker and influencer





Desirable:

- Strong communication, organizational and task management skills
- Effective teamwork and interpersonal skills
- Strong budget management skills
- Creativity and innovative thinking
- Strong influencing skills and a bias for action
- Solution-oriented
- Strong written and verbal communication skills; strong interpersonal skills
- 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

Created by:	Oliver Dickson
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