Job Description

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| **Job Title:** | Brand Manager – Beer Brands |
| **Job Holder:** | NA |
| **Location:** | Dublin  |
| **Reporting to (Job title):****Travel Requirements:** | Head of Brands & InnovationSome travel will be required as appropriate to meet business needs. |
| **Date:** | February 2024 |

1. **Purpose of the Job**

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| An exciting opportunity has arisen for a talented Brand Manager to join the marketing team in Ireland. This candidate will manage our growing portfolio of premium and mainstream beer brands in the Irish market, including but not limited to Corona, Budweiser, Bud Light and Stella Artois. The purpose of the role is to:* Manage the development of the premium and mainstream beer strategy for the portfolio.
* Establish brand positioning by brand and identify growth opportunities for our portfolio.
* Construct, execute and evaluate annual brand plans for the assigned brand cluster.
* Identify and manage NPD for innovation opportunities within the portfolio.

The Brand Manager’s key role purpose is todeploy and deliver winning marketing plans for key brands in the portfolio via our direct & third-party distribution network, meeting both brand and commercial objectives. The Brand Manager will partner with the customer marketing team, the commercial teams and our distributors to translate commercial & marketing objectives into strong and robust campaigns. Ensure our brands engage consumers in a way that builds positive brand equity. |

1. **Business environment**

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| **Key contacts:**Internal* Customer Marketing teams
* Commercial teams
* Procurement & Legal
* Finance
* Operations
 | External * Partner Agencies & consultants
* Media
* Advertising bodies
* CSR partners
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1. **Key Responsibilities**

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| * **Brand strategy** – lead the development and implementation of the annual brand strategy in line with the overall business objectives and KPI’s. Collaborate with the Head of Brands & Innovation to develop and shape the longer-term strategic vision for the portfolio.
* **Analytics -** Work closely with Insight, Finance and Sales teams to closely understand the brand health and commercial performance of your brands and portfolio. Highlight and recommend remedial action as required and identifying opportunities for further revenue and profit growth.
* **Brand planning & budget ownership -** lead the development and implementation of annual brand plans and associated budgets. Responsible for day-to-day ownership of brand(s) budgets and maintaining this within agreed limits.
* **Innovation & NPD Development –** working with relevant market and consumer insights, identify opportunities and manage the development and delivery of NPD to drive growth across all sales channels and routes to market.
* **Customer engagement** – collaborate with customer marketing and e-commerce teams to deliver best-in-class activations in the on trade, off trade and across our B2B online platform. Support the development and sell-in of compelling brand plans to key on and off trade customers.
* **Communications strategy** – work with the Head of Brand and the Marketing Director to develop and execute brand communications strategies TTL to include traditional media, digital, social, PR, influencer and experiential programming in line with brand and business objectives.
* **Sponsorship & experiential marketing** – working to identify and exploit appropriate joint marketing initiatives in support of brand objectives, ensuring best-in-class execution and partnership is activated to its full potential.
* **Internal communications** – Champion the premium & mainstream beer portfolio and the wider C&C CSR initiatives internally. Manage internal brand communications to grow visibility and to ensure brand performance and CSR activities are understood cross-functionally.
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1. **Qualifications and Technical competencies**

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| **Education*** Degree level qualification in relevant subject

**Experience*** Significant experience of strategic brand management, creative advertising development, digital, and media strategies, BTL trade marketing and experiential marketing.
* Developing successful major brand communication campaigns and providing evaluation of their effectiveness versus brand objectives.
* Experience in portfolio management, in particular, premium brands.
* New Product and Packaging Development: including research, insight, launch plan, execution and post-launch evaluation.
* Experience of applying strategic marketing principles and consumer insights, e.g. brand positioning.

**Skills and Competencies*** Passionate about consumers with an understanding of the LAD sector
* Entrepreneurial, challenger mindset
* Highly commercial marketer, comfortable in managing multiple brands to P&L level
* Good creative judgement
* Innovative problem solver.
* Proven ability to deliver outstanding results
* Excellent project management skills
* Strong ability to build and leverage relationships with internal teams, senior management, agencies and consultants
* Strong communication skills.
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**Employee Department Manager**

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