**Role profile**

|  |  |  |  |
| --- | --- | --- | --- |
| **Role title** | **Key Accounts & Wine Activation Manager** | **Location** | **Dublin, Ireland** |
| **Business unit** | Channel Strategy & Planning | **Job family** |  |
| **Reports to role title** | **Head of Channel Marketing & Planning On Trade ROI** | **Sub family** |  |

|  |
| --- |
| **Purpose** |
| An exciting opportunity exists for a talented marketer to manage our highly respected Cider and Premium Beer brands across our Key Account Customers in the On Trade, in addition to the planning & execution of our Wine proposition to the wider on trade. **Key Accounts*** Manage the execution of the strategy, brand positioning, and growth within the On Trade Key Account customer base.
* To execute and evaluate annual brand plans for the assigned Key Account customer base.

**Wine Portfolio*** Manage the execution of the strategy, portfolio positioning, and growth within the wider On Trade customer base.
* To execute and evaluate annual wine brand plans for the wider On Trade customer base.

The role purpose is todeploy and deliver winning marketing plans for our strategic brands with our key account customer base, meeting both brand and commercial objectives, in addition to the development and execution of plans that support the overall wine ambition of the business. The Channel Marketing & Planning Manager will partner the brand and customer marketing team, the commercial teams, and our principles to translate commercial & marketing objectives into strong and robust campaigns. Ensure our brands engage consumers in a way which builds positive brand equity. |
| **Core Accountabilities** |
| * Develop and execute the annual on trade BTL channel plan which engages the customer and consumer and drives conversion in line with brand strategy.
* Set clear KPI’s and measures across all BTL activity performance from a ROI perspective making recommendations based on performance review of your brands.
* Working closely with the brand and channel managers, develop the BTL agency briefs by core brands for the on trade.
* Liaise with the sales teams to ensure trade marketing strategies are aligned and contribute to driving sales objectives.
* Customer engagement – creation of compelling sell-in tools to aid the sales team in winning in trade.
* Create joint business plans with commercial teams to build/enhance partnerships with our key account customers.
* Cross functional working with the finance and sales teams to understand the commercial performance of your brands, highlighting and recommending action as required, and identifying opportunities for further revenue and profit growth.
* Management of BTL Key Account budget across core brands in the on-trade portfolio.
* Continuously observe market trends and actively search for new business opportunities in the market, identifying potential for improving and adding new marketing activities.
* Monitor expenditure of external agencies, developing and deploying internal resource/agency where possible and practical.
* Track, record and evaluate all results of marketing activities implemented.
* Internal Communications – manage internal communications throughout the year on the BTL plan across C&C Group.
 |
| **Knowledge/Experience/Skills** |
| * Experience in FMCG environment with multiple stakeholder involvement.
* Comfortable with managing a diverse workload of projects in a high-pressure environment.
* Consumer insight driven, business planning, commercial strategy, and creative skills a must with proven ability to translate into compelling narrative for action.
* Track record in building successful relationships with both internal and external partners.
* Understanding of drinks industry and the Irish on trade landscape.
* Commercially astute with relevant experience in managing budgets.
* Innovative mindset with good creative judgment and with strong attention to detail
* 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 presenter, particularly when customer facing.
* Strong communication skills.
 |
|  **Professional Qualifications & Education** |
| * Relevant university level degree.
 |
| **Business specific requirements (optional section)** |
| **Operating environment & context:****Travel & other requirements**Some travel required across Ireland. Occasional nights for events. |
| **Role Dimensions** |
| No of direct reports | 0 | Financial impact (direct) |  |
| Total team size | 4 | Financial impact (indirect) |  |
| No of locations |  | Other/ people manager (yes/ no) |  |