**ROLE PROFILE**

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| **Role Title** | **Channel Marketing & Planning Manager** | **Location** | **GB**  |
| **Business Unit** | **Channel Strategy & Planning** |  |  |
| **Reports to Role Title** | **Senior Channel Marketing & Planning Manager On Trade UK (E&W IFT)** |  |  |

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| **PURPOSE** |
| The Channel Marketing & Planning Manager’s key role purpose is to execute in-channel brand activation for a portfolio of brands within the beer, cider, spirits and wine categories across England and Wales. This role utilises category data to drive strategic thinking, unlocking insight to develop activation plans allowing us to win in the marketplace within the relevant channel.  |
| **CORE ACCOUNTABILITIES** |
| * Unlocking customers and consumer insights to generate breakthrough performance in the On or Off Trade.
* You will have a strong understanding of external environment to drive the creation and execution of clear and powerful commercial channel plans.
* A category and insight led approach is required and you will use a combination of consumer, market, category & communications agency best-practice to define the appropriate set of strategies & solutions for brand-in-channel activation.
* 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.
* You will play a role in the commercial planning processes and develop clear actionable BTL strategies that enable brands to deliver against plans.
* Your thorough understanding of the market, customer and consumer will inform your decisions when defining the strategy across channel to ensure creation to flawless execution each time with a focus on return on investment by activity.
* Set clear KPI’s and measures across all BTL activity performance making recommendations based on thorough performance review of brand activity.
* Customer engagement – develop the sell-in of compelling brand plans to key customers, tailored as necessary to maximise opportunities by customer.
* You will lead a number of internal and external stakeholder groups including agencies, suppliers and internal customers.
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| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** |
| Internal* Brand Marketing teams
* Commercial teams
* Procurement & Legal
* Finance
* Supply

External * Partner Agencies & consultants
* Media
* Advertising bodies
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| **KNOWLEDGE / EXPERIENCE / SKILLS** |
| * 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.
* Entrepreneurial, challenger mindset.
* Good creative judgement.
* Ability to think conceptually yet retaining 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 communication skills.
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|  **PROFESSIONAL QUALIFICATIONS & EDUCATION** |
| * Relevant experience within an FMCG background with an emphasis on measurement effectiveness and brand activations
* Proven track record in driving growth and success against measurable KPIs within an On Trade/Marketing function
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| **ROLE DIMENSIONS** |
| No of Direct Reports | 0 | Financial Impact (Direct) |  |
| Total Team Size |  | Financial Impact (Indirect) |  |
| No of Locations |  | Other/ People Manager (No) |  |