|  |  |
| --- | --- |
| **Job Title** | **Brand Executive (Tennent’s)** |

|  |  |
| --- | --- |
| **Reporting to** | Senior Brand Manager/Head of Brand 12mth FTC |
| **Business Unit** | Brand Marketing |
| **Department** | Brand Marketing |
| **Job Grade (if applicable)** |  |
| **Location** | Wellpark, Glasgow (with element of flexible working) |
| **Travel Requirements (if applicable)** | Relevant business travel to agencies, group & customer locations. |

|  |
| --- |
| **Role Summary** |
| The Brand Executive will support on the development of the Tennent’s Lager brand within the prioritised C&C portfolio.  Supporting the Brand Manager and Senior Brand Manager, the role will focus on developing, building, and implementing the brand strategy. Additionally, the role will assist in delivering integrated marketing plans to deliver brand growth.  Other key deliverables include supporting budget management, brand health analysis, competitor analysis, and reviewing commercial performance of the brand by working in collaboration with the relevant internal teams and external agencies.  Personal accountability with a curious, learning mindset and a collaborative spirit will be key to success in this role. In turn, this role will present opportunities to develop and strengthen key marketing competencies to help in preparing the successful candidate for progression. |

|  |
| --- |
| **Key Accountabilities** |
| * Support with the development and execution of annual brand plans and annual brand budgets, demonstrating an understanding of key consumer and commercial levers that impact brand performance. * Support identifying consumer insights & data and monitored brand health metrics to inform brand strategy, planning and activation. * Support on delivery of campaign projects * Work closely with Insight, Finance and Sales teams to closely understand the commercial performance of the brand * Partner with the Channel Marketing teams through activation in relevant sales channels via provision of brand messaging, identity, imagery, etc. to ensure consistency across all customer and consumer touch points. * Working with the Digital Marketing team, identify opportunities for innovative digital marketing activity to help maximise consumer reach and engagement. |
| **Key Stakeholders** |
| **Internal**  Marketing Team (Digital, Comms, Channel)  Category Insight and management team  Sales On / Off Trade channels  Finance Business Partner  International Team  Technical & Innovation |
| **External**  Partner agencies and consultants  Media strategy and buying  Advertising and legislative bodies |

|  |
| --- |
| **Skills** |
| * Professionalism demonstrated in both verbal and written communication * Organisation and attention to detail * Highly creative. Thinks outside the box and looks to where the unconventional can create opportunity * Interpersonal skills. Able to communicate with clarity and a winning collaborative spirit * Interest in the alcohol / FMCG sector * Flexible and adaptable. Thrives within a fast-paced dynamic environment * Proficient in use of IT systems * Time management * Ability to work to deadlines and manage own time effectively * Ability to manage multiple projects simultaneously and to prioritise workload |

|  |
| --- |
| **Experience and Qualifications** |
| * Degree standard or equivalent education * Some level of experience working desirable * Experience within FMCG desirable |