



<b>Job Title:</b>	<b>On Trade Channel Marketing &amp; Planning Manager</b>
<b>Location:</b>	Dublin (Hybrid working - 3 days onsite)
<b>Reporting to (Job title):</b>	Head of Channel Marketing & Planning, ROI On Trade
<b>Travel Requirements:</b>	This is a role across the Republic of Ireland and travel will be required as appropriate to meet business needs.
<b>Date:</b>	May 2025

An exciting opportunity exists for a talented trade marketer to manage a portfolio of strong brands that includes one of Ireland's most iconic brands – Bulmers. Our portfolio of Cider and Beer is the core driver of our business. Bulmers, Budweiser, Corona, Five Lamps, San Miguel, and Becks are some of our world-renowned brands. They cater for a variety of consumer's needs and occasions. Bulmers is the largest Cider brand in Ireland.

- To manage the execution of the branded portfolio in the On Trade.
- Responsible for developing and executing the on-trade customer marketing below the line plan of activity across our beer and cider portfolio in line with brand strategy and business goals
- To execute and evaluate annual on trade plans for the C&C Ireland business and the assigned brand clusters.
- Manage one direct report.

The On Trade Marketing Manager role purpose is to deliver winning trade marketing plans for key brands in the C&C Ireland portfolio via our direct & third party distribution network, meeting both brand and commercial objectives. The role of the On Trade Marketing Manager is to fully understand the brand, channel and customer strategy in order to develop and execute a set of activation plans that allow us to win in the marketplace and enable us to deliver on our vision. Ensure C&C engage customers and consumers in a way which continues to build positive brand equity and value.

**Key contacts:**

## Internal

- Brand Marketing teams
- Commercial teams
- Procurement & Legal
- Finance
- Supply

## External

- Partner Agencies & consultants
- Media
- Advertising bodies

**Key Responsibilities:**

- Understand how to execute the on-trade channel architecture – where to play and how to win to recruit new consumers & drive profitable growth in partnership with Innovation and Brand teams
- Proactively managing your stakeholders with gravitas at all levels. You will be expected to communicate with a number of internal and external stakeholder groups including agencies, suppliers and senior internal customers.
- Execute the annual on trade BTL channel plan which engages the customer and consumer and drives conversion in line with brand strategy.
- Focus on KPI's and measures across all BTL activity performance from a ROI perspective making recommendations based on thorough performance review of your brands.
- Liaise with the sales teams to ensure trade marketing strategies are aligned and contribute to driving sales objectives.
- Customer engagement – develop the sell-in of compelling brand plans to key customers, tailored as necessary to maximise opportunities by customer.
- Execute 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.
- Observe market trends and be aware of new business opportunities in the market, identifying potential for improving and adding new marketing activities.
- Management of elements of the on trade BTL budget across core brands in the on-trade portfolio
- Monitor and optimize expenditure of external agencies, developing and deploying internal resources/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 on trade BTL plan across C&C Ireland

**Qualifications and Technical competencies**

- Comfortable with managing a diverse workload of projects in a high-pressure environment.
- Consumer insight driven, business planning, commercial strategy and creative skills are desired with proven ability to translate into compelling narrative for action.
- Track record in building successful relationships with both internal and external partners.
- Experience of the On Trade environment is preferred.
- Passionate about consumers, preferably an understanding of the LAD sector.
- Entrepreneurial, challenger mindset.
- Highly commercial marketer.
- 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.
- Degree level qualification in relevant subject or extensive experience in the On Trade Channel