



JOB DESCRIPTION

1. Job Identification	
Job Title:	Brand Manager for craft beer and whiskey
Department/Division:	Marketing
Direct Supervisor's Job Title :	Marketing Manager
Date:	

2. Context around the job
<p>In today's world, our markets are increasingly more fragmented, and our consumers are more demanding. We need to transform our Marketing to collectively improve our operational effectiveness, while we engage our consumers more deeply with the development of quicker and more impactful innovation, the activation of sharper digital plans, and the creation of breakthrough and award-winning brand and product storytelling. This requires a strong consumer centric approach, with a deeper knowledge of local consumer insights and cultural trends, and brand / market knowledge so our communications can resonate more deeply. For this reason, Brand Manager role is a key component to our Marketing Strategy to ensure the development of exceptional brand and product communications as well as to help drive sales.</p>

3. Job Purpose
<ul style="list-style-type: none"> ● Grow the Whisk-e brands in Japan hitting sales targets ● Ensure global brand consistency and adhere to high brand standards & guidelines ● Create local assets to help increase brand visibility and to drive sales ● Work closely with the local agency to develop a creative plan which will drive awareness and brand affinity

4. Accountabilities

1. Collect brand strategy, guidelines and assets for brand development from global team
2. Monitor marketing trends, consumer insight data and keep a close eye on competitive products in the marketplace.
3. Develop local creative assets based on global brand strategy. Those assets can include:
 - o Local ATL Campaign (all media)
 - o Local BTL Campaign (on/off premise / e-com promotions)
 - o Key digital assets
4. Work with social media specialist to create weekly social media content (posts / brand campaigns) for Twitter, Facebook, You-Tube, Instagram, confirm text / photo / content etc
5. Manage relationships with outside stakeholders where necessary (creative agencies, bartenders, camera / production team, influencers, suppliers etc.)
6. Liaise with the brand / sales team to ensure brand activations are on-brand and on-strategy
7. Share brand updates internally for broadcast
8. Visit bars with Sales / Marketing / Suppliers when necessary
9. Ensure all content created abides by the Responsible Marketing guidelines and local legal practices
10. Create monthly reports for brands updating on activities / sales depletion
11. Help with the planning, preparation, and implementation of online/physical events when necessary
12. Regularly update the a&p and work with the Marketing Manager on managing this budget