

ROLE PROFILE: Global Brand Guardian				
	Function: MARKETING	Team: HEAD OFFICE GLOBAL	Reports To: HEAD OF MARKETING - GLOBAL	Direct Reports: ONE
Role Purpose: <ul style="list-style-type: none"> Act as brand custodian to bring consistency to all the Natural Pet Food Group’s stable of brands globally and locally Be the voice of the consumer and advocate on the consumer’s behalf Deploy best-practices to improve internal processes across markets while being consumer led Translate business strategy and consumer understand for integrated brand plans that leads to consumer behavioural change, builds brand affinity and delivers targeted growth. 				
ACCOUNTABILITIES (Tasks & Decisions):			CAPABILITY (Skills, Knowledge & Experience):	
Brand Equity Development <ul style="list-style-type: none"> Demonstrate appropriate usage of all brand assets including direct dos and don’ts, tone-of-voice and brand personality. Work closely with in-market brand managers to uphold brand positioning, guidelines and usage across all markets. Ensure localisation is “on brand” and a reflection of the brand’s values and tone of voice Enable the in-market brand mangers through the creation and management of a content hub, frameworks and governance. Review Brand Guidelines as brands grow and expand into new categories and markets 			Skills: <ul style="list-style-type: none"> Strong project management skills. Provide an outstanding customer experience and to over deliver on expectations. Ability to prioritise a diverse workload with superior time management skills. Strong written and verbal communication skills. Good organisational skills and attention to detail. Ability to work well with a broad range of people – both internally and externally. Enthusiastic, positive and willing to make a difference. 	
Integrated Communication <ul style="list-style-type: none"> Develop campaign strategies and asset creation for deployment into global markets Work with global market for “on brand” content localisation Collaborative workflow management of creative briefs from multiple sources across the business 			Knowledge: <ul style="list-style-type: none"> Superior knowledge and understanding of our product portfolio. Global mindset & international brand experience. 	
Commercial and Consumer Understanding <ul style="list-style-type: none"> Effective budget management including tracking, ROI and reporting across all markets and brands Lead brand and consumer understanding through research. Specially brand health tracking. 			Experience: <ul style="list-style-type: none"> Tertiary degree in marketing, or related business degree. Proven ability in developing Global Brand identity Expert Insight Generation & Application; Marketing Commercial Acumen, Executional Excellence; Strong Strategic Planning and Positioning, Integrated Communication Plans, Experience with qualitative and quantitative research Analytical & Commercial acumen Leadership skills developing Understanding of broader business issues Conflict management skills 	
Strategy <ul style="list-style-type: none"> Lead the annual brand planning process. Develop Masterbrand plans to set strategic direction for global execution, Understand competitive drivers, global category trends and recommend actions. 				
Innovation/NPD <ul style="list-style-type: none"> Work with Innovation Manager for successful commercialisation of innovation Collaborate with in-market Brand Managers to develop NPD sell in tools 				
Leadership and People <ul style="list-style-type: none"> Lead and role model our Natural Pet Food Group values. Build constructive cross functional relationships, enabling delivery of strong commercial results. Actively participates in personal learning Line management and development of one direct report 				
CONTEXT / SCOPE:			KEY STAKEHOLDERS:	
<ul style="list-style-type: none"> Key driver of this role is to help generate love of our brands, genuine & positive engagement within the global purchaser community while maintaining & protecting our brands and all that they stand for. 			<ul style="list-style-type: none"> Marketing/ NPD Global Sales & Head of BUs Global Senior Leadership Team 	