

ROLE PROFILE: Global Brand Guardian

Function: MARKETING

Team: HEAD OFFICE GLOBAL

Reports To: HEAD OF MARKETING - GLOBAL

Direct Reports: ONE

Role Purpose:

- 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):

Brand Equity Development

- 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 managers 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

Integrated Communication

- 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

Commercial and Consumer Understanding

- Effective budget management including tracking, ROI and reporting across all markets and brands
- Lead brand and consumer understanding through research. Specially brand health tracking.

Strategy

- 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

- Work with Innovation Manager for successful commercialisation of innovation
- Collaborate with in-market Brand Managers to develop NPD sell in tools

Leadership and People

- 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

CAPABILITY (Skills, Knowledge & Experience):

Skills:

- 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.

Knowledge:

- Superior knowledge and understanding of our product portfolio.
- Global mindset & international brand experience.

Experience:

- 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

CONTEXT / SCOPE:

- 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.

KEY STAKEHOLDERS:

- Marketing/ NPD
- Global Sales & Head of BUs
- Global Senior Leadership Team