

ROLE PROFILE: Assistant Brand Manager - Global				
	<u>Function:</u> MARKETING	<u>Team:</u> HEAD OFFICE GLOBAL	<u>Reports To:</u> GLOBAL BRAND GUARDIAN	<u>Direct Reports:</u> NIL
<u>Role Purpose:</u> <ul style="list-style-type: none"> To assist with the analysis, planning, and execution of all marketing activities that contributes to building brand equity and profit contribution Ensure speed and ease of content creation across multiple touch points in all markets for NPFG’s stable of brands Bring consistency to all the Natural Pet Food Group’s stable of brands globally and locally Act as main point of contact for external design agencies 				
ACCOUNTABILITIES (Tasks & Decisions):			CAPABILITY (Skills, Knowledge & Experience):	
<i>Integrated Communication</i> <ul style="list-style-type: none"> Own the workflow management of creative briefs for asset production from multiple sources across the business Enable the in-market brand mangers through asset management of a Global content hub. Collaboratively ensure briefs are of gold stand to deliver to brand guidelines Work with global markets for “on brand” content localisation <i>Brand Equity Development</i> <ul style="list-style-type: none"> Support in-market brand managers and other team members 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 Provide assistance with brand activities across all brands and markets Assist with implementing new product initiatives to drive incremental growth <i>Commercial Reporting</i> <ul style="list-style-type: none"> Actuate monthly reporting and reconciliation across the markets of external agency costs ROI reporting and recommendations Keep manager informed of key issues/ opportunities <i>Innovation/NPD</i> <ul style="list-style-type: none"> Collaborate with in-market Brand Managers to develop NPD sell in tools <i>Leadership and People</i> <ul style="list-style-type: none"> Role model our Natural Pet Food Group values. Actively participates in personal learning Build constructive cross functional relationships, enabling delivery of strong commercial results. 			<u>Skills:</u> <ul style="list-style-type: none"> Strong communicator verbal and written Action orientated Strong self knowledge and focus on personal learning 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 	
			<u>Knowledge:</u> <ul style="list-style-type: none"> Superior knowledge and understanding of our product portfolio Global mindset & international brand experience 	
			<u>Experience:</u> <ul style="list-style-type: none"> 2+ years in FMCG business Briefing agencies and other creative providers and evaluating their work Understanding of SharePoint, One Hub and other team sharing sites 	
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 Sales teams 	