

POSITION DESCRIPTION

Position Title:	Senior Brand Manager – Global Brands
Function:	Marketing
Entity:	India BU
Location:	Hub_Bangalore
Reporting To (Name & Title):	AD Budweiser

Primary Purpose of Role
Deliver national Brand health, volume and share through development and implementation of commercial strategies and initiatives.

Role Responsibilities		
	Area of Responsibility	Key Elements
1.	Brand Positioning	- Define the Brand positioning - Brands' role in portfolio strategy - Core creative idea - Integrated campaigns to drive long term brand equity. - Analyse category, consumer and shopper data to optimize plans to deliver volume, share and brand health KPIs
2.	Planning & Execution	- Develop, execute and track the Branded Content - Connection plans for all integrated campaigns which includes establishing go-to-market plans for campaigns ranging from global moments to cultural events to genre specific campaigns - Manage commercial agencies to develop and execute all integrated Campaigns, Branded Content Plan & Connection Plans - Work with the global team to ensure Indian interests are being met while still ensuring alignment with the Global direction
3.	Commercial	Be responsible for Marketing Budget and ensure brand programs are delivered on time
4.	Compliance	Brand compliance to government and industry regulations are met

Key Relationships	
Internal	Global Brand Teams, Draftline Team
External	Commercial Agencies

Knowledge, Skills & Abilities	
Education level and/ or experience	• A University Degree in Business in relevant subject required, MBA preferred • A minimum of 5 years of proven experience in building & leading strong commercial brand plans • Experience in working very closely with a creative agency or an in-house creative department • Experience defining the brand strategy for a global brand & leading the execution across multiple consumer touch points • Strong prior brand management experience in beverage/ lifestyle brands would be preferred but is not mandatory
Skills and/or knowledge	• Forward thinking & the ability to foster innovation & creativity, while also maintaining a clear sense of business objectives. • Extraordinary communication & relationship skills including the ability to collaborate cross-functionally both up & down within the organization • Ability to continuously re-prioritize & adapt to change & effective at managing change • Strong analytical skills, ability to distill insights & propose relevant recommendations. • Driven leader who approaches things with a sense of urgency • Able to handle ambiguity with grace

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