

JOB DESCRIPTION

POSITION TITLE	BRAND MANAGER	LOCATION	MUMBAI
GRADE	M3	TERRITORY COVERED	PAN INDIA
DEPARTMENT	MARKETING	TYPE OF ROLE	<u>INDIVIDUAL</u>/ PEOPLE MANAGER

(1) ROLE OVERVIEW	Manage the Marketing Mix of Amla Portfolio
(2) KEY RESPONSIBILITIES	<p>(a) Brand performance</p> <ul style="list-style-type: none"> • Develop detailed activity calendar on brands to deliver brand targets • Drive market share for the brand through timely execution of the same <p>(b) Communication development</p> <ul style="list-style-type: none"> • Develop positioning of the brand (Brand Key) • Develop communication creatives for all media based on above • Evaluate various propositions, storyboards/creative and final story board up for production • Manage the TVC development: Coordinate with agency for shoot with creative agency <p>(c) Media plan development and execution</p> <ul style="list-style-type: none"> • Own the monthly media scheduling process • Track and monitor media plans deliverables <p>(d) Brand health monitoring</p> <ul style="list-style-type: none"> • Track brand health parameters on a quarterly basis • Incorporate the same into work plans to help improve brand health parameters • Analyse data on a regular basis to capture market trends and brand performance <p>(e) Promotion Planning and execution</p> <ul style="list-style-type: none"> • Work with sales team for allocation of promotion and successful execution • Coordinate with vendors to ensure timely receipt • Drive the development of packaging / trade visibility for innovation •

	<p>(f) Budget tracking</p> <ul style="list-style-type: none"> • Ensure spends are in line with brand plans • Tracking monthly spends in the provisions system • Ensure compliance with audit norms <p>(g) Other Key tasks</p> <ul style="list-style-type: none"> • Support New Product development • Drive the development of packaging / trade visibility items • Provide individual view points and learnings collated from the reports sent by the media team • Build strong relationship and foster teamwork among agencies, suppliers and internal team to achieve best performance
(3) MINIMUM REQUIREMENTS:	
EDUCATION	<ul style="list-style-type: none"> • Full time MBA from reputed Management Institute
EXPERIENCE	4 – 5 years of relevant experience
(4) KEY COMPETENCIES	
TECHNICAL	<ul style="list-style-type: none"> • Would have handled brand management responsibilities for a consumer brand with significant business size • Most important: Should have handled all 6Ps for a brand with sizeable marketing budget, including TV, Print & Digital media and also TVC development with celebrity, Consumer offers, Trade promotions • Would be well-versed with syndicated databases like AC Nielsen panel & IMRB Household panel and other Consumer & Market researches • Would be proficient in data analysis • Would have been part of at least one full-fledged NPD cycle from product development to launch stage • Would have experience of dealing with agencies (creative, media, digital, research)
BEHAVIORAL	<ul style="list-style-type: none"> • Drive for Results • Excellent communication skills • Managing profitability • Building Relationships • Emphasizing Excellence • Display honesty, integrity and a strong sense of ethics in all decisions and actions
(5) REMARKS	Should be willing to travel frequently for market visits and consumer contacts to any part of the country