

Position Description - Channel Marketing Specialist

POSITION TITLE	Channel Marketing Specialist
DEPARTMENT/SITE	Marketing
DATE EFFECTIVE	Jan 2019
REPORTS TO	Marketing Manager
ROLES REPORTING DIRECT	NA
KEY RELATIONSHIPS	Product Managers, Digital Manager, Planning Manager, Graphic Designers, Marketing Assistant, Winemaking team, Sales Coordinators and State Managers.

PRIMARY OBJECTIVES:

- This role will be responsible for end-to-end channel marketing from strategic planning and development, to in-market implementation and post evaluations. This including but not limited to research and analysis, marketing communications, customers and consumers engagements as well as in-market activations.
- Responsible in developing a roadmap to have the Right Products at the Right Place, with the Right Pack at the Right Price for the Right Consumer target groups, and for the Right Purchase Occasions based on consumer/shopper insights.
- Develop product/brand exposures and penetration through third parties joint-promotions or non-traditional channels.
- Provide marketing support to cellar doors and other corporate initiatives.
- Lead and drive key initiatives and activities in accordance to corporate marketing strategy and guidelines.
- Form and maintain strong relationships with all key internal and external stakeholders.

MAJOR RESPONSIBILITIES

KEY RESULT AREAS	SPECIFIC ACTIVITIES	MEASURES
Consumer and Shopper insights	<ul style="list-style-type: none"> • Create research brief and implementation of the consumer /shopper research as well as responsible for sourcing of related secondary information • Analyse trade and consumer market research and make recommendations on product & brand development by channel • Identify market trends & consumer behaviour by occasion, channel & market • Responsible for in-store merchandising plans, shelf tests, display rollout, space & category management based on shoppers' insights • Perform ongoing business and 	<p>Regular market analysis reports (Aztec, internal P&L & Shipments, ad hoc research, market trends, shopper insights & other)</p> <p>Annual review of performance and trend by channel & by market</p> <p>Develop displays excellence by product and by channel</p>

	<p>competitive analyses and provide findings and recommendations for corrective action where appropriate</p>	
<p>Strategic Planning - Channel Marketing Plans</p>	<ul style="list-style-type: none"> Portfolio Management - Lead and drive Channel strategies by product categories, pack format, price and occasions based on consumer & shopper insights. Create distinct positioning by channel within each market and its strategies Implement and evaluate channel plans to create/maintain our corporate/brand presence Deliver best in class activation plans (incl creative synergy across all products and brands) 	<p>Achieving overall marketing and product category objectives</p>
<p>Channel activation plans and Implementation</p>	<ul style="list-style-type: none"> Lead and drive channel/corporate projects which cover a range of product categories and brands (Non-product category specific) e.g. Cross Category Campaigns or sponsorships Identify and resolve challenges and opportunities by channel not limited to only retail and on-premises channels Ensure sound communication with all key internal and external stakeholders on all projects and initiatives Ensure the execution of projects in accordance with key milestones and deadlines - Execution Excellence Manage and control inventory and budget for all POSM, merchandise/premiums, gifts etc. for domestic and international markets Review effectiveness and efficiency of channel projects to ensure positive ROI 	<p>Initiatives and ideas in bringing product launches and brand activations to live</p> <p>Quantitative and qualitative KPIs of project management</p> <p>Deliverables and priorities delivered on time and within budget</p> <p>Inventories of POSM and merchandise/premiums are under controlled and within agreed levels</p>
<p>Non-traditional channels or corporate customers engagement</p>	<ul style="list-style-type: none"> Develop promotional plans/opportunities with non-traditional channels or other corporates for branding purposes or product exposures Develop trade presentations and key promotional materials to support 	<p>Minimum 1 corporate promotional tie up per quarter with agreed objectives in terms of budget, awareness, reach, revenue etc.</p>

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	<ul style="list-style-type: none"> • See through the implementation of said initiatives • Post evaluation for effectiveness of third party joint-promotions to ensure positive ROI 	Report and analysis of sales results from third party promotions
Provide marketing support to Cellar Doors & other functions	<ul style="list-style-type: none"> • Develop strategies and plans in consultation with key internal and external stakeholders • Brief agencies and suppliers on requirements to ensure consistency with overall brand strategy/plan/s • Implement marketing plans, in accordance with the guidelines of the product/BU plan/s and manage business partners and cross-functional partners in delivering • Review effectiveness and efficiency of all marketing support 	<p>Advertising and promotional plan</p> <p>Marketing expenses contained within budget</p>
General	<ul style="list-style-type: none"> • Nurture collaborative working relationships with all key teams (operations, finance, sales, wider marketing dept and others) • Participate in key personal development activities including but not limited to regular market visits with the sales teams, cellar doors and vintage participation in addition to involvement in key events/activities eg sponsorships or other. • Manage marketing budget efficiently and effectively 	<p>Planning calendar to be agreed and activated</p> <p>Marketing expenses contained within budget</p>
WHS	<ul style="list-style-type: none"> • Protect your own health and safety and not affect the health and safety of other workers • Follow any reasonable instruction aimed at ensuring your health and safety • Report incidents and/or accidents • Provide feedback on health and safety issues • Maintain personal competence in relation to Workplace health and Safety (WHS) 	<p>Wear required Personal Protective Equipment (PPE)</p> <p>Follow Standard Work Instructions (SWIs)</p> <p>Injury report forms are completed and handed to supervisor within 24 hours</p> <p>Attend and complete required training</p>

SELECTION CRITERIA

ESSENTIAL:

- Tertiary qualifications in a marketing and/or related discipline
- Knowledge and experience in the tourism industry will be an added advantage
- Previous experience in consumer research or shopper insights capability
- Previous Brand or product management experience
- Previous experience working with agencies and creation of consumer and trade materials
- Demonstrated success in business development with good commercial understanding and experience of a breadth of trade channels
- High level of communication and presentation skills with both internal and external stakeholders
- The ability to take ownership of and work on a number of different projects and ranges at any one time working with interdepartmental functions to achieve on-time and within budget implementation
- Self-initiative and the ability to think creatively and self-management
- Proven ability to analyse data, identify opportunities to develop plans and brands.
- High energy and positive approach
- Good persuasive skill
- A passion to be fully immersed in the wine industry.

DESIRABLE:

Previous experience working in the wine/FMCG industry or tourism related industries

Employee Name: _____

Employee Signature: _____

Manager Name: _____

Manager Signature: _____