

Job Title	<i>Global Brand Manager: Specialties</i>
Reporting to	Global Head of Innovation & Specialties
Location	Woking, United Kingdom
Date	June 2018

Company Overview

Asahi Europe, a wholly-owned subsidiary of Asahi Holdings, was created in 2016 through the acquisition of SABMiller's businesses and related brands in Italy, Netherlands, UK and France. The company has a broad portfolio of well-established and iconic brands such as Peroni, Grolsch, Peroni Nastro Azzurro and Meantime. Brands like Peroni Nastro Azzurro and Grolsch can be enjoyed in hundreds of markets throughout the world. Each of the group's operating units has enjoyed robust growth over the past years. With five world-class production facilities, a highly trained workforce of approximately 1,900 associates and industry leading capabilities, Asahi Europe is well positioned to continue on its growth trajectory.

Asahi Holdings is the 10th largest beer company by volume in the world. Despite this, Asahi Europe broadly operates on a stand-alone basis. The company has a clear remit to continue strengthening its positions in core markets while establishing a strong premium presence on a global basis. Asahi Europe is expected to contribute disproportionately to the future growth of Asahi Holdings.

Asahi Europe has an ambitious, high-performance culture. It seeks associates with entrepreneurial mind-sets that thrive in fast paced, market facing environments. It offers talented individuals a unique opportunity to work in world-class teams while assuming high levels of personal accountability to deliver on the company's mission.

More information can be found at www.asahibeer.eu

1. Key purpose statement

The Global Brand Manager will lead the development and execution of specialty brand activations linked to the brand platforms and the development of core equity assets to ensure the brand proposition remains authentic, differentiated, premium and attractive to consumers. With a strong orientation towards digital execution and in bar/store experience, they will devise new executions that challenge competitors and stand out in market for consumers & customers. With a dynamic personality they will build strong relationships with local teams & ambassadors across markets and cultures, driving results and exceptional execution

2. Main Interfaces

Internal

- Global Head of Specialties & Innovation
- Global Brands Director
- Country Innovation & Marketing Directors
- Regional Directors
- Country Managers
- Supply Chain
- Procurement
- Finance

External

- Agency partners
- Key customers
- Distributor partners

3. Key accountabilities

- Development and execution of brand activations – specifically digital, experience and in bar / store.
- Creation of appropriate visibility items that drive rate of sale at the point of purchase.
- Devise the winning approach to PoP, education and ROS driving activity BTL.
- Develop and manage relevant alliances and global partnerships, and develop appropriate programmes in conjunction with our markets to maximise return for the brand. Manage Assets & Usage
- Manage the relationship with and delivery of the agencies involved in the projects, including performance evaluation against clear KPI agreed at the beginning of the process
- Development of brand toolkits, customer sell in and internal brand advocacy.

4. Knowledge & Experience required

- Outstanding track record in Premium brand marketing execution especially in regards to digital, experiential and in bar/store.
- Significant marketing experience, matured in both domestic & international markets.
- Strong track record in major asset development and execution.

- Proven ability to engage and influence senior stakeholder within the organization and to play a key role in decision making processes.
- Commercial or in-field experience is essential.
- Proven ability to work effectively across different cultures and time zones

5. Key Skills & Behaviours

- Someone who embodies the challenger mindset (setting an aspirational ambition; performance driven; focused)
- Relentless focus on execution and uncompromising on quality of output
- Strong communication skills, an engaging and dynamic personality
- Passion for results
- Exemplary organizational and planning skills.
- Solid influencing and engaging skills, enabling relationships based on respect, trust and reliability to a senior level
- Proven agency management skills
- Willingness to travel to markets and as required, globally, on a frequent basis