

***“Build the brand like it’s your own and drive the business like an entrepreneur.”***

Under the supervision of the **Marketing & Communication Director**, you will **develop, drive and implement the global brand strategy** for our rum brands portfolio. You'll build a premium consumer/trade equity through advertising, promotion, public relations, digital & trade marketing and events.

#### **DETAILED JOB DESCRIPTION**

- **This job desc is based on 3 main pillars :**
  - **1. NEW PRODUCT DEVELOPMENT (CREATE & INNOVATE)**
  - **2. TRADE MARKETING (ACTIVATE THE BRAND & DRIVE SALES)**
  - **3. COMMUNICATION (SHARE WHAT WE DO WITH THE WORLD)**

#### *STRATEGIC MARKETING & NPD*

- **Gather and analyze market intelligence for the rum market.** Benchmarking the competition. Analyze trends in the rum category to identify gaps and market opportunities to develop the existing portfolio. **Become an expert in the rum category.**
- **Identify brand growth drivers and benchmarks** by visiting the markets and leading brand tastings, trade shows, etc.
- **Lead the New Products Development strategy & Spearhead** the product launches **(Packaging, Timing, Budget, Mix)**
- **Build the Brand Guidelines and strategies for the rum brands** by coming up with new brand concepts, activations and new product development ideas. Propose business solutions & brand experience relevant to the market, conveying the brand’s position as a key player in its spirit category.
- Cascade brand plans and guidelines to the internal teams and to all various distributors during all regional / global meetings.
- **Monitor the rum category corporate budget.**
- **Manage the rum brand manager(s)**

#### *TRADE MARKETING*

- Be the daily direct contact for all marketing and communication market requests from the internal team (sales and production) and the distributors.
- **Develop** activation programs (contests, seminars, drink strategies, promotion, etc.) to accelerate the rate of sale in all markets in line with the Brand Guidelines & Strategies mentioned above.
- **Drive** the POS development through the different markets.
- **Engage the markets** in the global strategy and help in implementing brand global initiatives.

## COMMUNICATION

- **Build strong and differentiating communication plans** to ensure positioning as top-of-mind premium and innovative rum brands.
- **Direct** the PR agencies in our key markets
- **Develop & Employ** the communication tools.
- **Engage and persuade trade actors** during professional events such as trade shows, seminars and press events. (Public Speaking)
- **Share and hold the company's mission** to transform and premiumize the rum category.

## PROFILE

- **PASSIONATE** about marketing and the spirits industry,
- **OPEN-MINDED, DETERMINED** project manager, and a **TEAM PLAYER**
- **HIGH-CAPACITY** to be **MULTI-TASKER**
- **SELF-CONFIDENT** – with the ability to quickly drive the necessary results and projects with a clear determination to succeed.
- **ADAPTABLE** and able to adjust to significant change in **strategy**.
- **INTERNATIONALLY**-oriented, fluent in both **ENGLISH AND FRENCH**,
- **3 years + EXPERIENCE** in **SALES & MARKETING**, with a successful track record in branding and strategic marketing