



Windward and Leeward Brewery Limited prides itself on being a preferred employer and supplier of premium beverages in this region. It therefore seeks to recruit a

Junior Brand Manager

SUMMARY

Execution of annual brand plans under the supervision of the Brand Manager, in order to ensure high performance execution of all marketing programs, through effective alignment of all stakeholders.

DUTIES & RESPONSIBILITIES

- Responsible for assisting the BM with the execution of the marketing programs, as outlined in the various Brand plans. It involves the implementation and activation of the identified marketing strategies.
- Liaising with suppliers/service providers (internal & external) for the timely execution of various elements of the brand plans; including POS, media, printers.
- Execute all the Outdoor initiatives agreed to by the Brand Manager (Billboards etc.),
- Creating a sponsorship request database to assist with the timely response to request.
- Assisting BM with the planning, execution and monitoring of events (Sponsored or owned) and activities.
- Support BM in managing internal and external communications as it relates to day to day matters.
- Oversee and assist the TM Coordinator and CSRs with the brand Idea and activation at outlet level.
- Ensure effective merchandising of all outlets where promotions are to be held.
- Seek new sources of growth (SOG) opportunities ensure that the brand reaches its objectives as per the plan through all channels.
- Execute / coordinate all brand programs in collaboration with relevant third parties
- Liaise with all regulatory authorities (NEMO, Gov't, DCA) to ensure that all requirements are met for the planning and execution of all promotions.
- Ensure that the Weekly Activities Guide is updated and current.
- Ensure highest on-site brand and event visibility in strict adherence to Brand guidelines.
- Timely execution of resources for brand promotion all channels (on/off premise, OOH, Events)
- Act as the Windward and Leeward Brewery Limited 'ambassador' to the consumer in respect of ongoing promotions.
- Collaborate with Trade Marketing to ensure effective utilization of the Visibility Team
- To participate and adhere to safety, health and environmental policies of the Company

JOB REQUIREMENTS

- BSc. in Marketing, International Marketing and/or Business Management or similar field of study
- Four (4) years commercial marketing experience
- Full drivers license with a (d) classification

DESIRED SKILLS

- Analytical & problem solving
- Excellent Communication skills
- Ability to examine and verify records
- Excellent customer relations
- Creative
- Strong initiative
- Adept in the use of Microsoft Office applications

ATTRIBUTES

- Commitment to results
- Willingness to learn and apply effectively
- Take Initiative/Be Proactive
- Attention to detail
- Well organized
- Ability to meet deadlines

The candidate will report to the Brand Manager

Interested applicants should apply to:
The Human Resource Manager
Windward & Leeward Brewery Limited
P O Box 237, Vieux Fort
Fax: 1 758 454-6301
Email: recruitment@wblb.lc

Closing date for application is June 9th 2016

Only suitable applicants will be acknowledged.