

## Brand Manager Role Profile

Role purpose	Function
Dedicated and passionate brand expert that is the companies “go to” champion and expert on all things brand and communications related to Weber Tiling and Flooring. Create and drive inspiring, industry leading campaigns to support the health and vitality of the brands, ensuring tone of the brand is maintained. Optimize and coordinate a range of activities across all marketing vehicles and channels to drive growth and success for Weber Tiling and Flooring Solutions.	Marketing

Role accountabilities	Indicators of Success
<b>Brand Strategy</b>	<ul style="list-style-type: none"> <li>Creation of a robust strategic plan with clear objectives and metrics which closely aligns with the wider business objectives</li> </ul>
Co create a 3 year strategic plan for the brand in line with the purpose, vision and strategic objectives of SGES.	
<b>Brand Positioning</b>	<ul style="list-style-type: none"> <li>High quality of content, collateral and communications</li> <li>Metrics and research to evidence positioning and recognition</li> </ul>
Work with the marketing team to optimise the brand positioning, communications and engagement with customers to ensure premium brand status and identity is front of mind with key personas	
<b>Personas</b>	<ul style="list-style-type: none"> <li>Evidenced marketing communications that are relevant and engaging to key personas and reaching the right audience</li> </ul>
Bring deep understanding to the brand personas and what matters to them, understanding their challenges and pain points and how our solutions and service can help them to resolve these challenges	
<b>Tone of Voice</b>	<ul style="list-style-type: none"> <li>Consistency of tone of voice across all marketing materials</li> </ul>
Ensure the tone of the brand is developed and maintained across all channels and touch points through visual and written tools	
<b>Collaboration</b>	<ul style="list-style-type: none"> <li>Positive working relationships across the BD, sales and technical teams ensuring commercial functions are aligned</li> </ul>
Collaborate with Product Managers and sales to drive success of the tiling and flooring segment within the Weber brand. Be the energy behind the brand and its actions.	
<b>Collateral and Content</b>	<ul style="list-style-type: none"> <li>High quality, engaging content and collateral that resonates with our key personas</li> <li>A roadmap of collateral to be created and reviewed</li> </ul>
Work with the marketing team to identify and create a range of collateral and content to support sales and engage customers. This should include samples, presenters, POS and collateral for the sales team.	
<b>Performance</b>	<ul style="list-style-type: none"> <li>High performance across various platforms, improving reach and engagement and hitting targets</li> </ul>
Identify and ensure success of performance across key metrics against stretch targets to maximise ROI including a strong focus on lead generation	
<b>Campaign Management</b>	<ul style="list-style-type: none"> <li>A healthy schedule of relevant, market leading campaigns that deliver on the objectives and meet targets</li> </ul>
Create and develop inspiring, industry leading campaigns across multiple platforms to support the health and vitality of the brand and support product and market development. The ability to make our customers take notice and say ‘Wow’ for all of the right reasons. Own the development, implementation and measurement of all Weber tiling and flooring campaigns.	

<b>Multi Brand and Projects</b>	
Lead and support on suitable company projects or multi brand projects based on which brand(s) lead and capacity and capability within the team	<ul style="list-style-type: none"> <li>• Collaboration with other brand custodians to deliver effective project outcomes</li> </ul>
<b>PR, Advertising, Exhibitions and Events</b>	
Define strategy and implement regular and relevant PR and advertising coverage for Weber tiling and flooring. Ensure we are present at the relevant events to engage our customers and drive brand presence to demonstrate a clear ROI	<ul style="list-style-type: none"> <li>• Brand reputation, effectiveness of marketing campaigns</li> <li>• Measurement of coverage, engagement and leads generated</li> </ul>
<b>Website, Social and Email marketing</b>	
Work with the Digital marketing team to maintain website content and relevance and develop a plan for content, growth and positive engagement across all digital channels to optimise customer journey and growth	<ul style="list-style-type: none"> <li>• Regular and consistent high quality content across all digital channels which help to deliver the brand strategy</li> </ul>
<b>External Stakeholders</b>	
Work with external agencies and relevant stakeholders as required to ensure market leading approach to all brand and comms activities	<ul style="list-style-type: none"> <li>• Effective delivery of the brief in time and on budget maintaining high standards, consistency of tone</li> </ul>

<b>Location and Environment</b>	
Work base	Saint-Gobain Weber - Flitwick
Physical environment	Office and remote (hybrid working)

<b>Key communications and work relationships</b>	
Internal	<p>This role will communicate across the business at all levels and be able to present ideas to senior management and sales teams to deliver clarity, passion and garner support as part of a 'One Team' approach.</p> <p>This role will work closely with members of the wider Business Development team including Graphic Designers, Product Managers, Head of Training and the Digital Marketing Team.</p>
External	<p>This role will need to work with stakeholders outside of SGES but within Saint-Gobain to work collaboratively between business units.</p> <p>This role will also need to work with external agencies and other stakeholders to ensure briefs are met in time and on budget.</p> <p>This role will also include communication with external customers understanding their pain points and the challenges they face and how SGES can support them delivering an exceptional customer experience.</p>

<b>Behaviours, Skills, Knowledge, Experience</b>	
We need someone who	<ul style="list-style-type: none"> <li>• Is a born leader who sets the bar high to achieve the best for a business and its people to push the standards of CX in our industries</li> <li>• Gets excited about brand strategy with a focus on building success for the brands and business.</li> </ul>

	<ul style="list-style-type: none"> <li>• Has a growth mindset with a clear ability to <i>be part of a high performing team</i> within the business</li> <li>• Creative yet data driven, focused on results with a clear understanding of lead generation</li> </ul>
We don't need someone who	<ul style="list-style-type: none"> <li>• Is reactive and comfortable settling for the status quo</li> <li>• Isn't able to adapt to a constantly-changing business environment</li> <li>• Isn't positive and solutions focused</li> <li>• Is not a Team Player or a colleague who people want to work with</li> </ul>
Qualifications and Experience	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Degree-level qualification in Business or Marketing</li> <li>• A brand manager with at least 5 years' strategic experience</li> <li>• Experience in managing communications campaigns, focused on content, thought leadership and engagement, measuring campaigns and reporting on KPIs</li> <li>• Experience of developing and delivering high quality leads and ROI</li> <li>• Strong working knowledge of content strategies, web development and social community management growth and conversion – expertise in content creation and storytelling</li> <li>• Ability to be highly analytical with a sharp focus on improving performance</li> <li>• The ability to work effectively under deadline and manage multiple projects simultaneously</li> <li>• Strong attention to detail and impeccable organizational and planning skills.</li> <li>• Good copywriting skills being able to identify and correct copy that doesn't match tone of voice</li> <li>• A talent for building and maintaining strong relationships with all internal and external customers and stakeholders</li> </ul> <p>Desirable:</p> <ul style="list-style-type: none"> <li>• Experience working within the construction or building materials industry in a marketing role</li> <li>• CIM Qualification – min level 6</li> </ul>
Core role capabilities	<p>Ability to deliver engaging and high quality content across various platforms</p> <p>Commercial awareness and ability to understand customer needs</p> <p>Comprehensive understanding of the full marketing mix</p> <p>Ability to closely manage and direct various projects concurrently</p> <p>High level of communication skills and ability to influence stakeholders</p> <p>Adept at analysing the right data to foster continual business improvement</p>

## Working for Saint-Gobain Exterior Solutions

As part of the Saint-Gobain Group, commitment to the **Saint-Gobain Principles of Conduct and Action and Attitudes** is a fundamental requirement of belonging to this organisation.

To find out more about working for Saint-Gobain and Kilwaughter please visit our websites:

<http://www.saint-gobain.co.uk/careers/>

[www.kilwaughter.com/careers](http://www.kilwaughter.com/careers)

