

# Marketing Manager - Savanna

Issued by [Nicolene Di Bartolo](#)

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A career at Distell is truly a one-of-a-kind experience. It's more than working for a truly South African alcoholic beverage leader; **it's an opportunity to be a Brandcrafter.**

**Are you able to further craft the world's third biggest cider brand, Savanna?**



Develop, manage, grow and sustain Savanna globally in such a way that it delights consumers through the understanding, anticipation, creation and meeting of consumer needs in key markets. Bring to Distell, your proven strategy development capability. You will also have P&L ownership and take the lead on agency procedures and successful management thereof and participate in the NPD process.

***Savanna premium cider***, a uniquely South African concept that has elevated cider to an aspirational product amongst younger consumers, showing immense promise in international markets.

**As the Marketing Manager - Savanna, you will:**

- Assist in compiling and agreeing the yearly global brand strategy with regional offices;
- Development of:
  - Brand style guides and positioning
  - Brand communication and toolkits
  - Digital global i.e. web-sites; provide global guidelines
  - Innovation/Packaging development
- Evaluate and agree global media initiatives;
- Brand performance management;
- Attend regional conferences to communicate brand positioning/guidelines, share learning and best practice.
- Ensure alignment across regions and monitor brand creative executions and alignment;
- Manage work partner agreements and deliverables;
- Maintain and manage brand information;
- Initiate Global PR/identify PR opportunities;
- Leverage awards globally;
- Set and manage A&P budgets for development work and give input to regional budget splits.

**Essentially you need to bring with you:** \* An appropriate tertiary qualification - degree/diploma \* Minimum five years brand marketing experience \* Computer literacy - Word, Excel, PowerPoint; \* sound presentation skills and time management \* Proven strategy development experience.

**Nicolene Di Bartolo Management Appointments have been retained to manage all applications in this instance.**

**Kindly do not contact Distell directly.**

**To apply in confidence, please email your CV to [monalisa@ndbconsulting.co.za](mailto:monalisa@ndbconsulting.co.za) by not later than 14 February 2014.**

Distell is committed to diversity within its workforce and encourages applications from all suitably qualified persons.

**Enquiries: 021 466 8900. Visit [www.nicolene.co.za](http://www.nicolene.co.za) for more information.**

For more, visit: <https://www.bizcommunity.com>