

About Hector Beverages Pvt. Ltd.

Established in 2010 in India, Hector Beverages rose to prominence with its signature brand, the Paper Boat, a ready-to-drink beverage that encapsulates the essence of traditional Indian flavors. The inception of Hector Beverages was driven by the founders' vision to bridge the market void for traditional Indian drinks and to present the world with a taste of India's rich cultural beverages.

Location

Headquartered in Whitefield, Bengaluru.

Current Standings

Over the past decade, Hector Beverages has expanded its product line to include fruit juices, coconut water, and iconic Indian beverages such as Aam panna and Jal-jeera and foods & dry fruits which includes products such as Chikki, Aam Papad, range of raw, roasted, and flavored dry fruits that includes mix of nuts, berries & seeds. The brand is synonymous with distinctive flavors and premium ingredients. Furthermore, the firm's commitment to quality and innovation is evidenced by its extensive infrastructure of nine dedicated factories (and counting) for Paper Boat products, providing direct employment to approximately 900 individuals and indirect employment to another 2000.

Organizational Culture

At its core, Hector Beverages thrives on a culture rooted in innovation, creativity, and collaboration. The company's flat organizational structure promotes open dialogue, empowering employees to lead their projects passionately. Hector Beverages is an equal opportunity employer and values diversity. All employment decisions are based on qualifications, merit, and business need. The organization is dedicated to fostering high-performing teams. Moreover, the culture of celebrating both minor and major achievements, nurture a motivated and committed workforce, driving exponential growth.



Important Details About the Role:

Designation	Function	Sub-function	Reporting Manager
Assistant Brand Manager - Category	Marketing	NA	
Travel Need	Employment type	Location	Team Size
Twice a month	Permanent	Bangalore	NA

Role Brief:

A dynamic and analytical Brand Manager with a focus on brand building and category management. The role involves researching and developing brand strategies, collaborate with cross functional teams, manage projects timelines, execute marketing campaigns & on-ground activations. They will work closely with various departments, including sales, performance marketing, supply chain and finance to ensure the successful implementation of brand strategies.

What impact I will create:

1. Conducting in-depth analyses of market trends, consumer preferences, and competitors' offerings to craft impactful marketing strategies.
2. Partnering with the Category Head to formulate and implement brand strategies that align with organizational objectives.
3. Spearheading the creation and rollout of marketing initiatives, encompassing digital marketing, field activations, and advertising efforts.
4. Liaising with the product development team to facilitate the introduction of new products.
5. Collaborating extensively with the All-India sales teams to ensure successful product launches and placements, and to track performance, necessitating travel across India.
6. Working in tandem with the supply chain department to manage inventory, with a focus on seasonal product assortments and efficient stock management.
7. Supervising vendor relations to ensure smooth operational processes.
8. Joining forces with creative units to develop and refine brand-related materials.
9. Continuously evaluating brand performance, fine-tuning strategies as required, and providing reports to the management and key stakeholders.

What competencies I bring in:

- **Brand Strategy:** Developing and Implementing brand development strategies. Collaborating with the Category Head and teams to align brand strategies with business goals, understanding market position, identifying growth opportunities, and ensuring marketing efforts support the brand vision.
- **Analysis and Insights Generation:** Researching market trends, consumer behavior, and competitors. Involves data analysis and insight generation to inform marketing strategies and business decisions, requiring ongoing brand performance monitoring and strategy adjustment.
- **Collaboration & Teamwork:** Key for effective cross-departmental collaboration with sales, marketing, supply chain, and product development teams. Involves building strong inter-functional relationships and managing joint projects, ensuring cohesive team efforts towards shared objectives.
- **Strategic Thinking:** Necessary for researching and formulating brand strategies. Involves understanding the broader business context, anticipating market trends, planning long-term strategies aligned with company objectives, and adapting strategies based on market feedback.

- **Consumer First:** Ability to understand market trends and consumer preferences. Involves prioritizing consumer needs in every strategy and decision, ensuring the brand connects with its audience and meets their expectations, crucial for successful brand building and category management.

How does my profile look like: (Education/ Experience requirements)

- Strong Undergraduate degree preferably with an Engineering background, from Tier 1 & 2 institutes.
- 1-2 years of experience (optional) in brand building or consumer-facing roles in FMCG/Consumer Goods companies.
- Strong analytical skills with the ability to derive insights from data.
- Proficiency in MS Excel and structured data presentation.
- Excellent communication skills, both written and verbal.
- Ability to manage multiple projects and prioritize effectively.

