



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Marketing Manager, Mixables - SEA</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Marketing – SEA
<b>Location</b>	Singapore
<b>Team Leader</b>	Head of Marketing - SEA
<b>Team Members</b>	Yes
<b>Job Level</b>	4A
<b>Role Purpose</b>	
<p>Own brand P&amp;Ls in local markets together with the Country Managers and work together to deliver SEA Mixables portfolio plans. Build relevant marketing campaigns, assets and toolkits in line with global guidelines to maximise long-term sustainable value growth and act as a consultant to in-market teams on building long term brand equity.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Create, champion and manage SEA Marketing’s vision and strategy for WG&amp;S Mixables portfolio that supports delivery of the markets’ strategies</li><li>• Build innovative and forward-thinking initiatives to equip markets with tools to create effective brand building campaigns</li><li>• Responsible for experientially led campaigns, lead and own NPD / Gifting / VAP solutions based on market needs and relevance to unlock growth</li><li>• Develop, understand and communicate the local consumer insights, collaborating with in-market teams and global insights where possible, to support building of appropriate marketing plans</li><li>• Work with the respective Country Managers and Global Brand teams to deliver the portfolio plans for SEA, based on category value pools, consumer insight and our ability to win</li><li>• Engage and work closely with Global Brand teams on the relevant global brand plans and translate these into local brand plans and omnichannel campaigns for key BMCs in line with local priorities, including development of appropriate brand assets, shopper toolkits and brand guidelines (incl. pricing guidelines)</li><li>• Strategize and develop BA activity led plans for SEA in partnership with Portfolio Managers on how best to adapt to local markets</li><li>• Collaborate with regional agencies to support relevant campaigns while overseeing local agencies with Portfolio Managers to assure our brand credentials are translated according to global guidelines</li><li>• Own brand P&amp;Ls in conjunction with the Country Managers, driving brand and campaign prioritisation, investment levels and mix of long-term and short-term levers in line with agreed ambitions within local brand plans</li></ul>	



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- Contributing and involved in BPMs, Cycle Planning, S&OP, LE1, LE2, Brand planning process and 5YP discussions
- Work closely with Customer Marketing Manager - SEA to ensure omnichannel plans are in place for the markets along with the Luxury team for alignment on the roles of each SKU
- Oversee the execution of each brand plan in SEA, supporting the in-market Portfolio Managers on marketing plans, spend allocation and tracking effectiveness of plans
- Ensure the measurement and evaluation of key local marketing programmes to ensure their effectiveness and drive continuous improvement via recommendations and solutions

<b>Created by:</b>	Ling Versteegen
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