



WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

Job Title	Global Marketing Manager, Hendrick’s Gin
Business Unit	BBU (Branded Business Unit)
Function/Region	Global Marketing
Location	Dublin
Leader	Global Brand Director
People Leadership	Global Brand Manager, Global Brand Ambassador, Distillery Brand Ambassador & Team Assistant
Job Level	L3b

CONTEXT:

The brainchild of 5th generation family distillers William Grant & Sons, Hendrick’s Gin spearheaded the gin renaissance when it launched in 1999. Today, Hendrick’s is the number one super premium gin in the world.

A gin like no other, Hendrick’s is created with a symphony of no less than 11 botanicals sourced from the four corners of the world (if the world had corners), before being consummated with the curious yet marvellous infusions of rose and cucumber. Master Distiller, Ms. Lesley Gracie, creates this celebrated liquid at the [Hendrick’s Gin Palace](#) in Girvan, Scotland, using two types of still – the Bennet dating back to 1860 and a rare Carterhead of which only a handful exist today.

The Hendrick’s Global Brand Team are located in Dublin with responsibility for setting the global brand strategy & positioning and working collaboratively with marketing teams around the world to align them to this strategy. The team are now seeking a star marketing talent to be part of the future success of this global iconic brand.

ROLE PURPOSE:

We are seeking a creative and dynamic marketer to lead the Hendrick’s global communications strategy, campaigns and experiences that deepen the bonds between Hendrick’s Gin and those who drink it, setting into motion world class programmes that drive reach, trial and advocacy. Hendrick’s has ambitious and stretching growth ambitions for the future and we’re looking for a rare character who can join a team of marketers who are passionate about brilliant ideas and creativity and who believe in making a positive difference to the brand, business and our culture.

ACCOUNTABILITIES:

- Work with the Global Brand Director to provide expertise and leadership to develop the Hendrick’s Global Brand Communications Strategy to ensure the brand is grown in the “right way” across key markets as we continue to build on the growth momentum behind Hendrick’s Gin globally.
- Take ownership for the creation of distinctive and high performing content and integrated campaigns, including the development of powerful and effective assets and tools to allow markets unlock growth locally.
- Global brand lead on global cultural and bartender advocacy agenda. Seeks to create content that is potent enough to resonate in culture. In addition looks to develop breakthrough collaborations & partnerships with markets that allow the brand leave a mark in culture.
- Provides expertise & leadership to deliver best in class content, search and reach strategies through digital & social channels. Actively seeks out and trials innovative media and digital delivery solutions throughout the path to purchase.
- Monitor and evaluate key brand health metrics, making key interventions to ensure the brand stays on its planned growth trajectory for the long term.



- Effective management of marketing budgets across the team to ensure our ends are achieved within our means and all targets are met.

LEADERSHIP:

- Own a strong partnership with the Global Interagency Team (based in New York, Philadelphia and London) to ensure world class strategy and creative content across all brand platforms.
- Partner with the Global ACE (Advocacy, Connections Planning & eCommerce) & Global Insights team to drive leading edge thinking and breakthroughs in brand communications.
- As a senior member of the team, take a leadership role across the organisation matrix to drive both personal and brand growth.
- Foster a collaborative relationship with key local/regional brand teams, to ensure Hendrick's is built in line with the global strategy, maintaining strong stakeholder relationships.
- Lead and develop a high performing team of GBM, GBA's & Team Assistant.

FUNCTIONAL CAPABILITIES:

- Strong creative flair and judgement.
- Solid grounding in marketing with particular skills in communications strategy, world class content development and cultural advocacy.
- Proven strategic judgement, with the ability to translate strategy into action.
- Commercial and Project Management experience to ensure that brand plans can be implemented successfully and effectively in market.

LEADERSHIP CAPABILITIES:

- Innate ability to energise and inspire others to deliver outstanding results.
- Proven ability to build strong relationships across a matrixed organisation, creating exceptional collaboration, team work and alignment.
- Intuition to know when and where to intervene with a commitment to high standards and results.
- Culturally switched on, enjoys being part of the debate and has the personal confidence to bring their own unique contribution to the role.

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products



Core Competencies:

<p>Leading & Supervising</p> <ul style="list-style-type: none"> • Provides others with a clear direction • Sets appropriate standards of behaviour • Delegates work appropriately and fairly • Motivates and empowers others • Provides staff with development opportunities and coaching • Recruits staff of a high calibre 	<p>Persuading & Influencing</p> <ul style="list-style-type: none"> • Makes a strong personal impression on others • Gains clear agreement and commitment from others by persuading, convincing and negotiating • Promotes ideas on behalf of self or others • Makes effective use of political processes to influence and persuade others
<p>Creating and Innovating</p> <ul style="list-style-type: none"> • Produces new ideas, approaches, or insights • Creates innovative products or designs • Produces a range of solutions to problems. • Seeks opportunities for organisational improvement. • Devises effective change initiatives. 	<p>Formulating Strategies and Concepts</p> <ul style="list-style-type: none"> • Works strategically to realise organisational goals • Sets and develops strategies • Identifies, develops positive and compelling visions of the organisation's future potential • Takes account of a wide range of issues across, and related to, the organisation
<p>Adapting and Responding to Change</p> <ul style="list-style-type: none"> • Adapts to changing circumstances • Accepts new ideas and change initiatives • Adapts interpersonal style to suit different people or situations • Shows respect and sensitivity towards cultural and religious differences. • Deals with ambiguity, making positive use of the opportunities it presents. 	<p>Planning and Organising</p> <ul style="list-style-type: none"> • Sets clearly defined objectives • Plans activities and projects well in advance and takes account of possible changing circumstances • Identifies and organises resources needed to accomplish tasks • Manages time effectively • Monitors performance against deadlines and milestones

ABOUT WILLIAM GRANT & SONS

William Grant & Sons, Ltd. is an independent family-owned distiller headquartered in the United Kingdom and founded by William Grant in 1887. Today, the luxury spirits company is run by the fifth generation of his family and distils some of the world's leading brands of Scotch whisky, including the world's favourite single malt Glenfiddich®, The Balvenie® range of handcrafted single malts and the world's third largest blended Scotch Grant's® as well as other iconic spirits brands such as Hendrick's® Gin, Sailor Jerry®, Tullamore D.E.W Irish Whiskey, Monkey Shoulder and Drambuie.

Visit www.williamgrant.com

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