



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Senior Brand Manager, Glenfiddich
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	US Marketing
Location	New York, NY
Team Leader	VP, Marketing
Team Members	Yes
Job Level	4A
Role Purpose	
<p>The Senior Brand Manager will manage the brand, with direct responsibility for developing and achieving volume and value growth targets, and with a clear focus on driving the brand vision and equity. The SBM will also be responsible for the positive development of the brand and, where appropriate, his or her brand ambassador(s) and direct reports.</p>	
Accountabilities	
<ul style="list-style-type: none">• Managing the annual and long-range brand planning cycle• Generating, assessing & recommending growth platforms• Executing consumer communications strategies• Executing break-through promotional programs• E&A management & tracking• Gathering and analyzing in-market performance• Analyzing, communicating and executing geographic, channel, variant and size mix strategies• Managing relevant agency relationships across the marketing mix• Working closely with key stakeholders to influence their role in the development and execution of the brands' activities• Where appropriate, this person will be responsible for the professional development of each of his or her ambassadors, including:<ul style="list-style-type: none">○ Setting Key Performance Indicators (KPIs)○ Directing / guiding towards achievement of KPIs○ Conducting Annual and Mid-Year Performance Evaluations○ Identifying and facilitating key development opportunities	