



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Brand Manager – Innovation Brands
Internal Reference	ODC-0391
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	Shanghai
Team Leader Role	Head of Marketing
Role Level	4B
Team Members	No
Role Purpose	
<p>Lead in the development and delivery of well-executed marketing programmes in launching new to the world innovation that drive the ambition for the brands. In collaboration with Global Luxury innovation Manager, take responsibility for specific brand projects, working closely with other teams (e.g., Insights/eComm/commercial etc), external agencies and cross-functional teams to deliver assets that drive equity and sales growth.</p>	
Accountabilities	
<ul style="list-style-type: none">• Assist in market analysis and concept development for new innovation brands and the identification of stabilise / growth markets for the designated brand supporting the delivery of brand plans across both.• Assist in the development and implementation of strategy for growth and develop effective local market brand plans to drive local engagement and positively impact consumer attitudes / behaviours.• Act as the lead point of contact for ongoing co-ordination of the Brand Asset Library.• Monitor and evaluate competitor activity, making key recommendations that keep our brands distinctive and on its planned growth trajectory.• Act as the day-to-day project manager for the brand marketing budgets to ensure all targets are met• Develop strong stakeholder relationships, operations, and central functions necessary to achieve brand ambitions• Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy.	
Created by:	Kathy Zhang
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