



<b>Job Title</b>	<b>Global Innovation Manager – Glenfiddich</b>
<b>Job Level</b>	4A
<b>Location</b>	Richmond
<b>Business Unit</b>	Marketing
<b>Function</b>	Global Marketing
<b>Leader</b>	Global Marketing Manager
<b>People Leadership</b>	n/a
<b>Role Purpose</b>	
Develop and deliver disruptive luxury innovation for Glenfiddich. Bring global brand strategy to life through product development, exciting and delighting markets by maximising commercial success and driving international development.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>• Contribute to the development of the long term Glenfiddich innovation pipeline over the next 3-5 years.</li> <li>• Work with Marketing Manager and Global Brand Director to analyse and understand market data, category trends and consumer insights to identify future opportunities for exciting innovation.</li> <li>• Partner with the NPD, Finance, whisky stocks teams and creative agencies to manage complex projects from concept to completion.</li> <li>• Engage key stakeholders across global functions and in market to oversee the formulation and deployment of exciting innovations and ensure that projects meet their ultimate objectives.</li> <li>• Brief and oversee the implementation of the brand plan and market execution to ensure that all activations are consistent with brand strategies.</li> <li>• Understand the sustainability agenda and champion the development of more sustainable packaging materials and development processes across the brand that deliver on pricing guidelines and profitability targets.</li> <li>• Embed M&amp;E on an ongoing basis to review past launches and ensure that learning and insights are continually gathered and shared with the wider team (brand, supply &amp; markets).</li> <li>• Support the Marketing Manager with the delivery of brand plans for Aerstone.</li> <li>• Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&amp;S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy.</li> </ul>	
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