



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Global Brand Manager</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing
<b>Location</b>	Richmond
<b>Team Leader</b>	Global Marketing Manager
<b>Team Members</b>	No
<b>Job Level</b>	4A
<b>Role Purpose</b>	
<p>Work with key stakeholders across global marketing functions, regional and local marketing teams to develop and deliver well-executed global marketing programmes with supporting distinctive brand assets, toolkits and guidelines that drive consumer commitment and long-term equity growth. Assist in the development and implementation of the global brand plans with the brand leader and local marketing teams.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Engage key stakeholders across global marketing functions, regional and local marketing teams to ensure early inputs, alignment, and engagement in development of effective global brand plans and global marketing programmes</li><li>• Work on specific tasks, incorporating feedback from local market teams where available, to drive the development of distinctive global brand assets, toolkits, guidelines that enable the markets to execute brilliantly</li><li>• Support the development and management of the brand pricing guidelines, A&amp;P planning and allocation</li><li>• Develop and deliver brand growth drivers, in line with Global Brand Plan and in collaboration with Global Shopper Marketing and Global Insights &amp; Analytics teams, to support consumer commitment, long-term equity growth and medium-term P&amp;L performance</li><li>• Develop shopper toolkits and activation materials, in collaboration with Global Shopper Marketing team and creative/shopper agencies, in line with brand growth drivers and learnings from post measurement evaluations and work with local markets to adapt and deploy</li><li>• Monitor and evaluate competitive activity, in collaboration with Global Insights &amp; Analytics teams, making key recommendations that keep the brand on its planned value growth trajectory</li><li>• Support local marketing teams in translating global brand plans into compelling, differentiated local brand plans that are executable and relevant to the local market and consistent with global guidelines</li><li>• Work directly with assigned Owned Distribution Company markets and third-party marketing leads to ensure the brilliant planning and execution of appropriate marketing plans through collaboration and local insight, and deliver assets in alignment with local needs</li></ul>	



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- Review performance with local marketing teams on marketing programmes (incl. trade execution), delivery against targets and recommend appropriate course correction to ensure programmes meet their objectives
- Work on specific tasks related to media planning, media assets and brief development with creative agencies, data suppliers, events management, and other relevant parties to develop effective materials
- Adopt and promote the "Dram by Dram" programme as the way that WG&S does Marketing, continuously applying it across relevant teams as part of the William Grant Way (GW)

<b>Created by:</b>	
<b>Creation Date:</b>	
<b>HRBP:</b>	
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