



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Luxury Portfolio Specialist
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	US Marketing
<b>Location</b>	Home-Based
<b>Team Leader</b>	Director, Luxury, North America
<b>Team Members</b>	N/A
<b>Job Level</b>	4B

### Role Purpose

The Luxury Portfolio Specialist is the guardian of the William Grant Meta Luxury Portfolio; the soul, the substance and the storytelling. As a true leader with an entrepreneur's relentless drive and creative vision, the Luxury Portfolio Specialist enhances and crafts the new luxury mindset for William Grant and its Meta Luxury portfolio. The Luxury Portfolio Specialist sees the future of our brands, and they know how to boldly elevate its global presence through a combination of skill, passion and storytelling.

Priority Brands: Glenfiddich, The Balvenie, Hendricks, Milagro Select Barrel Reserve

### Accountabilities

#### Account Management and Customer Relations: 50%

- Accounts consist of top luxury establishments ranging from five-star hotels and resorts, fine dining accounts, private clubs, country clubs, select high-end bars. eCommerce account development and management of luxury off premise retail are also a main focus for the position. Job breakout: 60% on-premise and 40% off-premise. This will be analysed quarterly and may shift depending on market and covid implications.
- Extensively collaborate and communicate with regional sales directors, local commercial teams and brand ambassadors to work seamlessly on luxury programming.
- Develop, implement and execute an individual account/channel plan to drive distribution, brand education, velocity and menu listings. Implement brand SKU guidelines and secure unique placements and rituals based on clear brand guidelines and global luxury strategy.
- Collaborate with the brand team to design, develop and execute best-in-class high-end luxury dinners, events and creative pop-up experiences for VIP customers and trade. These experiences and moments will increase the visibility and equity of the luxury brand portfolio.
- Engage decision makers and trade through brand education, personal selling, and relationship development to accelerate on-premise growth and increased profitability.
- Analyze each brand and (and sku) in order to provide accurate volume forecasts and ensure that allocation restrictions and opportunities are carefully monitored and assessed. Accelerate to growth and profitability by identifying new challenges and opportunities.
- Through the use of luxury category trends and insights, report on market results, as well as changing market activity, on a routine basis. Provide recommendations, if required, on market actions needed in order to ensure WGS plan achievement and luxury agenda execution in the market.



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### **Education and Luxury Advocate: 25%**

- Collaborate with Director of Luxury to create an education platform for your respective territory to include internal William Grant employees, trade, distributors and customers.
- Serve as the lead in education on luxury selling and help to create a luxury culture and develop processes within William Grant and with our distributor partners.
- Work alongside the respective brand ambassadors for the region but primarily focus on different types of small to medium size events. Serve as the extension of the brand ambassador when they are not available, clearly communicating the brand's essential DNA and serve as the voice behind the brand's luxury mindset to both trade and consumers alike.

### **Events and Partners: 25%**

- Seek out strategic luxury events, partnerships and sponsorship opportunities to enhance brand awareness and support or grow the brand's equity.
- Create luxury event guidelines and processes. Execute events at the highest level of detail to create bespoke consumer experiences and amplify trade potential. Manage all aspects of luxury event planning for small to midsize events that align with luxury guidelines; create innovative concepts, craft internal and external communication pieces, and oversee agency management, budgeting, tracking and recapping.
- Work in collaboration with the brand team and agency partner as well as the local commercial team to ensure best-in-class execution for new product launches for the WGS portfolio of brands.
- Be the market expert as an in-the-know insider and luxury culture enthusiast. Be the voice and advocate for our brands at events and creative outings in order to forge authentic and lasting relationships with our consumers.
- Identify, develop and maintain VIP client relationships that include private clients, high net worth individuals, culture connectors, collectors and trade VIP consumers.