



WILLIAM GRANT & SONS

SENIOR BRAND MANAGER, MONKEY SHOULDER & AERSTONE

Job Title	Senior Brand Manager, Monkey Shoulder & Aerstone
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Marketing
Location	Hook
Team Leader	Head of Marketing – Luxury & Challenger Brands
Team Members	1 x Brand Manager, 2 x Brand Ambassador
Job Level	4A
<p>Role Purpose</p> <p>Deliver our 5YP growth ambition for Monkey Shoulder & Aerstone, two strategic brands within the UK portfolio. Build strategy and plans that accelerate brand growth by expanding the customer and consumer base. Develop brand equity through establishing the brand in the relevant cultural space(s). Prioritise and set direction to manage allocation and optimise financial ROI in the relevant channels and customers. Align with global stakeholders and lead local teams to plan and execute best in class campaigns and activations. Lead and coach one Brand Manager, and two Brand Ambassadors to build brand advocacy at scale.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • Full P&L ownership • Focus on accelerating value growth by applying a challenger brand mindset to rapidly expand the consumer and customer base • Omni-communications planning - managing an integrated agency team to define and deliver thought leading communications plans with delivery against key comms, equity and trial measures • Builds and strengthens relationships with GBT ensuring alignment and sharing of best practises through quarterly meetings and day to day working • Lead and own NPD process including defining and leading project teams for outstanding launch/in market execution • Maintain excellent relationships with key internal and external stakeholders (including Customer Marketing, Meta and commercial teams) in order to optimise delivery of activities and facilitate timely, relevant communication • Have a strong market understanding across all channels of trade to be able to influence/provide direction/create ideas in these different environments • Support the business to deliver agreed Brand targets on both brands through sound financial planning, people resource management and alignment of systems and processes e.g. matching & helping to deliver on-trade QDVAAA targets • Agree, monitor and review annual plans, targets and budget with key stakeholders ensuring effective financial planning • Be continuously alert to changes, issues and opportunities in the broader market, evaluate and recommend solutions and implement changes to agreed plans in order to optimise return • Lead and coach a team of 1 Brand Manager and 2 Brand Ambassadors 	
Created by:	James O'Connor
Creation Date:	May 2023
HRBP:	Melissa Thomas
Date of last revision:	May 2023