



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	GTR Category Manager
Business Unit	BBU
Function/Region	Global Travel Retail
Location	Richmond x 1, Singapore x 1
Leader	GTR Head of Category and Analytics
People Leadership	None
Job Level	4A
Role Purpose	
<p>Analyse and interpret trends to drive brand performance and deliver incremental business benefit, through the implementation of Category recommendations in the trade. Support the delivery of the GTR commercial plan and RTC agenda, with a drive towards premiumisation of our brands. Support the delivery of budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value</p>	
Accountabilities	
<ul style="list-style-type: none">• Working with account teams drive the category development agenda by analysing and interpreting trends from retailer offtake, Category and shopper data and turning this into actionable insights for key customers, that in turn supports our brand development plans• Lead the category agenda in our areas of focus (Gin and Malts) across core GTR customers. Initially this will be most applicable to our largest European/US Global customers who most value these insights. This will not only drive actionable benefits e.g. distribution, shelf space, visibility and promotion slots, but also help to elevate and deepen our relationship with these retail partners.• Implement the Category Strategy across the different channels within GTR, starting with airports but also including cruise, airlines and other B2B formats. This will include effective trade presentations and a proactive approach to identify opportunities and drive value.• Implement customer presentations for strategic alignment, category initiatives and range management meetings, with our Regional Account Managers• Communicate effectively with customers and colleagues to ensure the implementation of category initiatives and provide relevant and actionable category insights for planning. This will include working with our shopper marketing and insights resources• Own our retailer scan data, provide key depletion dashboards/trackers to the commercial team and the GTR Senior Leadership Team to identify trends, risks and opportunities across our brands	
Created by:	Rufus Parkinson
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