

ROLE PROFILE

Job Title	Global Director of Innovation
Business Unit	BBU
Function/Region	Global Marketing
Location	Richmond
Leader	Chief Marketing Officer
People Leadership	Yes
Job Level	2
Role Purpose Build and manage the WG&S Innovation agenda, delivering an innovation pipeline for our core brands through the Brand Teams and for New to World products/services, and work with the relevant parties to test, launch and develop these brands as appropriate.	
Accountabilities: <ul style="list-style-type: none"> • Manage the Innovation team to develop a long-term plan for the introduction of new to world brands in line with the Crosshairs framework • Deliver an innovation pipeline for New to World products / brands / services based on sound business cases, in collaboration with the Operations Business Unit and relevant external partners • Create and deliver product innovations that complement the core brands (i.e. ready to serve cocktails, RTDs, partnerships etc.) and support Global Brand Teams on innovation processes and capabilities • Establish and promote effective and close working relationships with the ODCs and 3PDs to develop, test, launch and nurture these brands as appropriate to maximise their potential return • Support ODCs on local brand innovations • Monitor and review new product launches in line with initial business cases, and accelerate or retire new brands as determined • Find new ways to connect brands to consumers, e.g. through experiences, new technology, new services, strategic partnerships, etc., working closely with Advocacy, Connections and E-Commerce • Develop new testing methodologies that enable us to try more product launches and learn faster. Prove and codify the approach and disseminate to the marketing community • Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration • Work collaboratively within the NPD cross-functional team to achieve each team's objectives in the interest of the business as a whole and all relevant internal and external stakeholders • Manage the agenda of the Global Innovation team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources. 	

- Manage marketing investment budget and identify opportunities to reduce external investment by insourcing selected agency work
- Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW)
- Build and lead a highly capable team with a practical and thorough approach to all the team activities, continuously develop the capabilities of the team and all team members, and build well thought-out and realistic succession plans

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