



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Merchandising Manager Flagship
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing – Marketing Excellence
Location	Richmond
Team Leader	Global Merchandising Lead On-Trade
Team Members	No
Job Level	4A
<p>Role Purpose Responsible for the delivery of global solutions for Flagship accounts with the focus on Glenfiddich, The Balvenie, Hendrick’s and Monkey Shoulder. Lead with a deep customer and brand understanding to effectively translate customer needs and brand designs and concepts into global flagship accounts that are consistent, desirable and of the highest standard.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • Develop a range of modular and bespoke merchandising, based on the Global Brand Teams design and customer needs that can be scaled in Flagship accounts across the globe. • Develop clear merchandising briefs to Global Brand Teams and translate design concepts into customer ready, effective, disruptive and desirable merchandising that seamlessly integrates the brand’s and account’s needs and offers consumer brand engagement at the highest level. • Provide ‘how to guidelines’ including 5 Point pitches to support local implementation and develop continuous learning and optimisation across markets and brands. • Analyse learnings from the consistent and luxurious execution of the Distillers Libraries programme and apply to flagship accounts with the objective to develop a cohesive approach across all markets. • Work closely with agencies, suppliers and POSM Procurement team to deliver to markets right items of the right quality, on time and in full, at the right price and within the agreed budgets. • Provide timely reporting of all aspects of POSM end-to-end management including spend, briefs, competitor activity and trends, market feedback, sustainability progress against agreed targets and materials NPD. • Ensure understanding of and adherence to the POSM William Grant Way process and continue to develop and deliver innovation to drive efficiency, customer service, quality and competitiveness. • Continuous review of new and potential supplier base (alongside Global Procurement) to optimise supplier landscape in quality, cost, sustainability as well as risk management. • Demonstrate behaviours in line with, and support the achievement, of our Company values with a focus on creating and promoting a diverse and inclusive culture where teamwork is central to creating our legacy. 	
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