



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global Brand Manager
Internal Reference	BBUMK-0217
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Dublin
Team Leader Role	Global Brand Director
Role Level	4A
Team Members	Yes
Role Purpose Work with the global brand team, cross functional global teams and local marketing teams to develop long term plans and supporting tools that enable markets to achieve their targets. Ensure an integrated and consistent approach to reaching audiences across a wide range of touchpoints, across regions.	
Accountabilities • Collaborate with the wider team to create annual brand plans and marketing activations that enable local markets to achieve sales goals, consumer targets and meet financial expectations. • Work with the Marketing Excellence team to execute ideas to the highest brand standards, delivering required toolkits, guidelines and assets within budget and on time. • Partner with local marketing teams to translate global brand plans into compelling, differentiated local brand plans that are executable and relevant to the local market and consistent with global guidelines. • Partner with the Comms team to develop impactful comms platforms that translate effectively into locally relevant campaigns. • Together with the comms team, develop the digital agenda for each brand maximising consumer engagement across key channels. • In collaboration with the Innovation & Design team, deliver best-in-class merchandising and gifting initiatives for specific channels that enhance rate of sale, profitability and brand-building opportunities. • Support in the development and management of brand pricing guidelines in collaboration with the Insights team, Business Development team, Net Revenue Management and Global Brand Director. • Contribute to A&P planning and support allocation process to local markets to ensure effective delivery of local brand plans. • Work with Global Brand Director and Innovation Practice team to develop product range and associated requirements (including liquid, packaging, pricing ladders, etc) managing key deliverables across the internal gate process. • Build strong relationships with market teams, to facilitate effective collaboration on brand activations • Manage the relationships with creative and digital agencies from briefing to performance evaluation. • Collaborate with the Global Insight Team to conduct market research to identify advertising trends, consumer behaviour, and competitive landscape using insights to inform creative development. • 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 (GWG).	