

## CUSTOMER MARKETING EXECUTIVE

<b>Job Title</b>	<b>Customer Marketing Executive</b>
<b>Business Unit</b>	WG&S UK
<b>Function/Region</b>	Commercial
<b>Location</b>	Hook
<b>Leader</b>	Senior Omnichannel Customer Execution Manager
<b>People Leadership</b>	n/a
<b>Job Level</b>	5
<b>Role Purpose</b> To support the delivery of the William Grant & Sons UK sales vision and strategy in alignment with the 5 Year Plan, UK Business Strategy and a specific focus on the Field Sales Channel. Support the delivery of departmental budget performance within agreed guidelines and deliver of customer marketing initiatives that build increased desirability and sustainable growth and profitability for the Company.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Develop, manage and adapt channel activity plans and create appropriate solutions that align to activation opportunities for the Fields Sales Team that support the delivery of the teams targets and brand objectives.</li> <li>• Maintain excellent internal cross-functional relationships to optimise delivery of activities and timely &amp; relevant communications, in particular consistent activity briefings to field sales teams</li> <li>• Support the Route To Market &amp; Nationals Customer Marketing Managers with implementation of the channels activity calendar with supporting tools</li> <li>• Collaborate with the wider customer marketing team in management of Point Of Sale concepts from approval by brand teams to completion, ensuring buy-in from Marketing and commercial contacts</li> <li>• Project manage warehousing budgets and invoicing, with regular updates to wider teams of field sales.</li> <li>• Work with Brand Marketing to create realistic budgets to support Sales Activation projects in the Field sales team</li> <li>• Compile &amp; complete relevant measurement &amp; evaluation (M&amp;E) of the key channel activations in line with internal requirements</li> <li>• Develop and maintain the annual kit/brochure deal calendar for the Field Sales Team</li> </ul>	
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