



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Assistant Manager – Private Clients</b>
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	WG&S Taiwan / Marketing
<b>Location</b>	Taichung
<b>Team Leader Role</b>	Relationship Marketing Manager
<b>Role Level</b>	4B
<b>Team Members</b>	Yes
<b>Role Purpose</b>  This role manages the daily operations of company-owned Taipei, Taichung, or Kaohsiung store, to deliver annual sales, events and HNW client retention and recruitment targets through excellent customer service, product knowledge and selling techniques. This role also leads the delivery of national HNW client partnerships, execution of events, CRM retention programs and management of the digital social platforms to ensure delivery in line with the Company's luxury and HNW sales strategy.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Lead and drive the respective store's target achievements including but not limited to annual sales, events, HNW client recruitment and retention targets to drive HNW sales.</li><li>• Lead and own engagement and delivery of communication and service to customers, focussing particularly on the respective store's key customers i.e. Platinum/Selected Gold Membership status VIPs to ensure quality customer experience and drive in-store sales.</li><li>• Lead and manage the daily store operations to ensure accurate cash flow and sufficient stocks.</li><li>• Manage the assigned A&amp;P budget to ensure efficient maximisation of A&amp;P spend.</li><li>• Develop exceptional client relationships to develop HNW client database through in-store customer engagement, identifying and developing external client relationships.</li><li>• Introduce and promote WG&amp;S values and brands directly to HNW clients, plan and implement instore activity and programs to deliver quality service, enhance customer trials, loyalty and understanding of our brand portfolio.</li><li>• Monitor and ensure up-to-date CRM data including purchase completion rate, customer repeated purchase rate, translating insight into effective sales planning to improve and drive sales.</li><li>• Work in close collaboration with the Relationship Marketing Manager and Brand Marketing Team to leverage and integrate market and consumer insights, enhancing various touchpoints in HNW client engagement and ensuring accurate feedback of on-the-ground consumer insights.</li><li>• Plan &amp; identify strategic national partnerships for THE WAREHOUSE members recruitment to expand HNW outreach while working closely with the Relationship Marketing team to deliver standardized execution plans across 3 stores.</li><li>• Lead key national recruitment/retention drivers e.g. social media platforms (Facebook and Line), retention CRM programs, Warehouse magazines and WG&amp;S Taiwan direct to consumer Business Occasion VIP recruitment to increase visibility and outreach and enhance touchpoints.</li></ul>	
<b>Created by:</b>	N/A



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