WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	**Customer Marketing Manager**
Internal Reference	BBUCOM-0035
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial
Location	Richmond
Team Leader Role	Head of Marketing
Role Level	4A
Team Members	No

Role Purpose

Own and drive the WG&S portfolio channel and customer activation in key 3PM markets. Plan, execute and evaluate in line with IBOR and lead an efficient process that ensures local tools are delivered on time, execution standards are met and evaluated as well as aligned to our Global and Local Commercial and Brand Strategies.

Accountabilities

- Understand local market, shopper, consumer and customer insights to input into local customer marketing planning and feed into regional and global teams as appropriate
- Develop locally relevant minimum execution standards (MES) within outlet universe and ensure their deployment and measurement via salesforce automation (SFA) with support from Global Channel Development head
- Set local activation standards and develop aligned activity calendars (including assets, brand events and activations) across all physical and digital channels. Ensure omnichannel integration for each brand leveraging available support from Global Marketing teams
- Adapt from global toolkits and execute a flexible and practical suite of tools (e.g. channel activation, shopper marketing programmes, customer engagement selling,) with support from Global Customer Marketing Team to enable market(s) plan resources and A&P to target key market opportunities in key channels aligned to local brand and portfolio sales plans
- Build Category / Portfolio programs for local market(s) to adapt for outlet activation for priority occasions (e.g. Gifting, Festive, After-Work etc.) and big brand bets.
- Carry out M&E with focus on P&CD spend to improve learning, efficiencies and effectiveness and make recommendations on the best course to the Head of Marketing/Regional Director. Work closely with NRM team and tools to conduct ROI on key activations
- Deploy tools, training and resources to help local market(s) embed the structured Integrated Business Operating Rhythm and facilitate key meetings within the business cycle (Lockdown Meetings, Sales Briefings, BPM, M&E Review & learning sessions)