



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Senior Brand Manager, Whisky
Internal Reference	ODC-0233
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	Sydney
Team Leader Role	Marketing Manager
Role Level	4A
Team Members	Yes
Role Purpose To lead the local implementation of Global Marketing Strategy for the Luxury Whisky (TBV & 21 yrs+) portfolio and support the malts portfolio overall, in order to drive long term brand equity, build luxury credentials, consumer commitment and brand profitability.	
Accountabilities To originate the annual local Brand Plans and lead the setting of annual brand objectives through to strategic achievement of business goals through excellence in marketing Execution, Efficiency and Effectiveness. To champion the consumer in terms of insight led decision making to drive measurable brand equity growth and the delivery of Senior Leadership Team aligned commercial Key Performance Indicator's. To manage and evaluate high quality/effective Brand marketing plans and activities in order to achieve Brand targets and build Brand equity, including Brand Ambassador activity. To specifically accelerate the development and implementation of a strategy to build luxury credentials and increase Net Sales Value/case across the whisky portfolio. Guide the commercial team in the development of customer plans which will be aligned with both the Brand plan and the WG&S annual plan. Profit & Loss ownership of luxury. Lead and own New Product Development / Gifting / Seasonal packs. Strengthen the relationships with Global Brand Teams. Management of Brand Ambassadors and contribution to management of Brand manager. Encourage a culture of continuous improvement within the WG&S Marketing team via evaluation of all activity and share learnings / best practice.	
Created by:	J Sully



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