



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Merchandising Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Richmond / Dublin
Team Leader	Global Head of Innovation & Design
Team Members	TBC
Job Level	4A
Role Purpose	
<p>Responsible for overseeing consistent visibility standards and creating permanent and semi-permanent point of sale concepts and promotional ideas that enhance the luxury brand image and meets the market needs. Working with internal teams to execute ideas to the highest brand standards to ensure that people always have a ‘WOW’ experience every time they step into an outlet.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Create the visibility plan to maintain and improve the brand image in outlet through exceptional visibility, always ensuring the highest maintenance of luxury standards in every market. • Create innovative point of sale materials for campaign launches and for permanent visibility. • Develop and test new product concepts with clear action standards in partnership with Insights and Marketing Excellence teams. • Design promotional concepts that drive brand sales, awareness levels and build brand equity. • Adopt and promote the William Grant Way of Building Brands ensuring its consistent application across all merchandising projects. • Collaborate with the Marketing Excellence team in the development, implementation, and performance measurement of the merchandising solutions. Ensure each solution is best suited for regional and market nuances and meets the highest brand standards. • Support colleagues and partners in the assessment and response to unique spaces and design requirements and create breakthrough experiences in top outlets. • Brief and manage all internal sign off processes for new creative asset approval. • Review industry movements and activities and go into outlet regularly to keep up to date on innovation merchandising tactics. • Regularly present results (both financial and creative) back to key stakeholders. • Ensure all materials are consistent with business strategy, concepts are delivered on time, within budget and are legally compliant. • Create financial efficiencies by working closely with other brand merchandising managers, merchandising teams, and supply chain. • Ensure sustainability is reviewed regularly, working to always have a post life plan for assets. • 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 (WGW) 	



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Created by:	
Creation Date:	
HRBP:	
Date of last revision:	