



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Director – Shopper Marketing & Category Development
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-based
Team Leader Role	VP – Commercial Planning & Execution
Role Level	3B
Team Members	Yes
Role Purpose Lead and deliver US Shopper Marketing vision and ambition, through development of category strategy & growth opportunities, shopper insight-led omni-channel programming, and commercial selling tools. Analyze channel strategy & results, trade investment effectiveness, and commercial execution to support optimization for future programming and tools.	
Accountabilities <ul style="list-style-type: none">• Oversee Shopper, POS, and category development team. Develop and deliver against the team vision. Provide Shopper/Cat Dev/POS Planning managers with clear responsibilities and priorities, effective and consistent coaching and regular career development coaching and opportunities.• Lead development and delivery of point-of-sale tools for all commercial programming. Ensure point-of-sale delivers effective shopper communication, provides cut-through in a crowded retail and/or on-premise environment, is premium, cost effective, planned/ ordered using RTC opportunity analysis and is delivered well ahead of scheduled execution window.• Identify global category opportunities and brand growth drivers using Shopper & Channel Insights and translate these to consistent category strategies, activation materials, and toolkits that enhance our brands role in the category.• Develop (shopper insights led) category growth plans and customer propositions that grow our customers’ business and increase WG&S market share including, customer engagement / category selling tools for the Field Sales teams that demonstrate how WG&S can grow Category Footfall, Average Spend, Frequency of visit to the outlet, etc.• Support M&E efforts for priority commercial programs, and leverage analysis to optimize programming, tools, and planning for the future.• Develop and maintain exceptional relationships with Brand & Global Marketing Excellence teams, Commercial Planning, National Accounts and eComm teams to drive tight alignment on national and category growth drivers, local omni-channel programming and tools, commercial calendars, activation planning and program M&E.• Opportunity to build relationships externally, across our Key National Accounts or with Category Managers at our distributors, to strive for “more than our fair share” of focus and build “preferred supplier status” for WG&S.	



WILLIAM GRANT & SONS

- Champion commercial excellence and shopper marketing principles across the US & Global business through best practice sharing and illustration of the effectiveness of strong category, shopper, and insight-based executions.