



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Brand Ambassador - ODC Australia
Internal Reference	ODC-0318
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	Sydney
Team Leader Role	Marketing Manager
Role Level	4B
Team Members	No
Role Purpose To inspire consumers and trade, especially the bartending community, recruiting them and building the brand image and awareness (equity) whilst networking, inspiring, and coaching the sales teams, ensuring increased growth and awareness of the brand in line with WG&S targets.	
Accountabilities <ul style="list-style-type: none">• Plan, deliver, review, and evaluate agreed range of activities to increase awareness and knowledge amongst customers and consumers in line the brands profile, current brand plans and budgets.• Build strong working relationships with relevant agencies, customers, Australian on-premises community and internal stakeholders to optimise opportunities to deliver value adding activities and increase product visibility.• Ensure, through a range of activities, that customers are equipped to serve and promote the brand to consumers, enabling them to become champions/ ambassadors for the Brand.• Work seamlessly with appointed agencies to deliver brand event programmes across all customer channels.• Be the face of the brand and be a source of brand knowledge to our own employees to help with internal brand building and with trade and consumer journalists to hold events, tastings, and participate in interviews.• Monthly reporting of KPIs and competitor activity.• Network with the wider Brand Ambassador community, exchanging information and best practice, allowing knowledge to be widely spread throughout the WG&S team.• Utilising web assets, in particular social media routes, to develop awareness around the brand, recruiting new consumers, etc.	
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