



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Brand Ambassador ODC
Internal Reference	ODC-0009
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	Seoul
Team Leader Role	Marketing Manager
Role Level	4B
Team Members	No
Role Purpose To generate sustained knowledge, passion and commitment for relevant brand(s) amongst consumers, customers and the media in order to maximise brand presence and share of mind in the marketplace.	
Accountabilities Plan and deliver agreed range of activities to increase awareness, knowledge and advocacy amongst customers and consumers of relevant brand(s) in line with brand profile, current brand plan and budget. Review and evaluate all activities, feeding back to the Marketing Manager, to ensure learnings are incorporated into all future initiatives, creating a cycle of continuous improvement. Feedback customer and consumer insight to the Marketing Manager in order to shape the Brand Plan in response to changing circumstances in the marketplace. Build strong working relationships with agencies, customers and internal stakeholders in order to identify opportunities over and above the agreed Brand Plan. Primary focus is to be an authentic expert and influencer for relevant brand(s) amongst targeted customers and consumers through presence / ensuring capability / execution of events / tastings, creating champions for the brand(s) at every opportunity, Leverage and manage personal social media channels to become one of the faces of the brand, building awareness and advocacy amongst audiences, in-line with the brand's social media guidance and measurement. Scale reach across all digital touchpoints including community, CRM, online and web via content generation and amplification. Proactively identify opportunities for improving brand presence and driving distribution. Provide input to brand plans in prioritising investments and evaluating brand initiatives. Be the face of the brand and source of brand knowledge to our own employees (and extended community), to help with internal brand building.	



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Report to Brand Teams on competitor activity.	
Created by:	Chris Wooff
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