



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Global Innovation Manager - Maison Brands</b>
<b>Internal Reference</b>	BBUMK-0236
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing
<b>Location</b>	Richmond
<b>Team Leader Role</b>	Global Head of Innovation & Design
<b>Role Level</b>	4A
<b>Team Members</b>	No
<b>Role Purpose</b>	
<p>Work with the Head of Innovation &amp; Design to develop and deliver all aspects of the brand innovation agenda from ideation to launch in market. Bring the global brand long-term plan to life through new product development, applying global standards of design excellence and shaping and delivering brilliantly executed innovation programmes that deliver long-term equity growth, reinforce the brand's luxury credentials and drive commercial success in market.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Work with the Head of Innovation &amp; Design to develop the 5-year product innovation pipeline.</li><li>• Lead multiple internal teams and third-party agencies to deliver product innovation projects from concept to completion.</li><li>• Ensure world-class brand identity standards are consistently applied to the highest level across all aspects of the innovation projects</li><li>• Work with the Comms team and Luxury team to ensure the New Product Development (NPD) launches are supported by strong omni-channel plans to delight and surprise our customers and consumers around the world.</li><li>• Adopt and promote the William Grant Way (WGW) of Building Brands ensuring its consistent application across all innovation campaigns &amp; initiatives.</li><li>• Implement the sustainability agenda and champion the development of more sustainable materials and development processes across the brand.</li><li>• Stay abreast of key industry trends and movements by regular competition mapping and taking appropriate actions.</li><li>• Analyse and understand market data, category trends and consumer insights to identify future opportunities for exciting innovations.</li><li>• Engage key stakeholders across global functions and in market to oversee the formulation and deployment of exciting innovations and ensure that projects meet their ultimate objectives.</li><li>• Connect with the wider Innovation community to share best practices and learning.</li></ul>	