



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Division Marketing Manager
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-based
Team Leader Role	Director – Division Marketing
Role Level	4A
Team Members	No
Role Purpose	
<p>Develops and executes the go-to-market marketing strategy for the assigned Division, in collaboration with HQ Marketing team, consistent with brand strategies and priorities. Works with Distributor Marketing partners and local Commercial Teams in the collaborative process of building brand market plans and execution of initiatives. Provides guidance in the allocation of Sales and Marketing resources to best achieve Division brand plans/objectives as well as build longer-term brand equity.</p>	
Accountabilities	
<ul style="list-style-type: none">• Lead development of divisional and key geography marketing plans which align with portfolio priorities, brand strategies, and market priorities.• Collaborate with Commercial Planning, HQ Marketing, Commercial Sales and WG&S dedicated distributor partners in annual strategic planning process to develop holistic and optimized through-the-line marketing strategies and plans for priority and focus brands.• Evaluate and identify local trial, awareness and partnership opportunities for priority/focus brands that align with HQ marketing and commercial goals within key markets.• Leads local marketing plan execution through coordination and supervision of local external activation manager(s) and activation agencies.• Partner with distributor marketing to ensure WG&S has “more than our fair share” of inclusion in distributor-led local marketing programming.• Ensures compliance of local programs with the specific legal/compliance constraints of the market, with brand standards, global brand identity, and brand guidelines/strategies. Provides consistent follow-up to ensure flawless execution of agreed to initiatives.• Provide ruthless prioritization of brand, market and tactical opportunities to ensure optimized spend in key markets in order to best achieve brand plans/objectives as well as build longer-term	



WILLIAM GRANT & SONS

brand equity. Ensures market & division spending on brands stays within agreed-to budgets and on strategy.

- Supports the RTC effort to ensure that the division team and distributor/broker efforts are focused on appropriate consumer targets, accounts, territories, channels in order to achieve long-term objectives for WG&S portfolio.
- Participates in business reviews with Distributors/brokers to communicate division marketing plans, ensure WG&S brand objectives are addressed and achieved by broader division teams; guides the Marketing process throughout the division. Participate in key functional meetings such as NPD to provide updates/guidance to commercial teams.
- Lead local program and tool M&E to understand level of execution and effectiveness. Leverage analysis learnings to optimize programming, tools, and channel planning.