



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Manager – Shopper Marketing
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-based
Team Leader Role	Director – Shopper Marketing & Category Development
Role Level	4B
Team Members	No
Role Purpose To support the development and delivery of US on and off premise strategy and program development. To enhance our role as “Trusted Advisor” with distributor partners and key customers through insight-led programs that disrupt, build equity and drive conversion at the point of purchase.	
Accountabilities <ul style="list-style-type: none">• Support the development of on and off premise trade marketing plans that align to shopper/consumer mission, insight/occasion, customer activation priorities & opportunities and company/brand strategy.• Maintain an on and off premise program calendar by key brand and sub-channel maintaining an in-depth understanding and application of the most effective trade marketing levers within the desired channels.• Drive program and tool analysis to understand level of execution and effectiveness. Leverage analysis learnings to optimize programming, tools and channel planning.• Analyze channel / brand priority opportunities to ensure resource investment is placed in the most appropriate manner.• Proactively monitor trends and opportunities across channels, customers and categories. Lead on the dissemination of information to improve internal knowledge of business environment in each direction (macro and micro).• Provide on and off premise category guidance and support to HQ brand teams, region marketing, commercial planning and field sales teams.• Maintain excellent internal cross-functional relationships to optimise delivery of activities and facilitate timely and effective execution.• Support the ad hoc strategic initiatives of the Shopper Marketing team, from developing compelling analytics-based commercial arguments, to assessing internal/external execution of disruptive programming.• Highlight commercial excellence and shopper marketing principles across the US & Global business, sharing best practices and the effectiveness of strong shopper and insight based executions.	