



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Portfolio Manager</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Marketing - SEA
<b>Location</b>	Singapore
<b>Team Leader</b>	Country Manager
<b>Team Members</b>	Yes
<b>Job Level</b>	4A
<b>Role Purpose</b>	
<p>Own &amp; drive the WG&amp;S core and luxury portfolio from planning to execution in market by managing execution, co-ordinating and evaluating Marketing activities (incl. innovation, portfolio, activation, promotion, in-store communication, budgeting). Leverage the WG&amp;S portfolio to create and lead the implementation of the Singapore Marketing vision and strategy, maximising commercial potential whilst building long term brand equity and consumer commitment.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Apply local market, shopper, consumer, and customer insights to input into local activity planning and feed into regional teams as appropriate</li><li>• Build brands across all channels in line with brand guidelines and activation campaigns and toolkits as developed with the Regional Marketing team</li><li>• Develop local PR/communication plan (Events, PR) and work closely with Regional Marketing team to ensure global guidelines are adhered to</li><li>• Work with Country Manager, Commercial teams and Regional Marketing to create the rolling execution activity plan in line with the approved local Brand plans</li><li>• Partner with Regional Marketing to develop in-market brand and channel plans as part of the annual planning process that will help shape budget and customer plans</li><li>• Deliver agreed Brand and RTC targets (distribution and activation) across the portfolio through sound financial planning, people resource management and alignment of systems and processes</li><li>• Ensure negotiations of activations, promotions and displays with customers, where applicable, to increase sales-out and visibility of the WG&amp;S brands, in line with brand guidelines</li><li>• Deploy flexible and practical suite of tools (channel activation, customer engagement selling) adapted from global/regional that enable the local market(s) to plan resources and A&amp;P to target key market opportunities within key channels aligned to local brand and commercial plans</li><li>• Work closely with the Commercial teams on promotion management and promo evaluations (monitoring promo numbers, promo shares, promo prices, promo targets) in line with the Global NRM framework</li></ul>	



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- Compile a monthly report detailing successes, learnings, challenges and next month's plan for the Country Manager and wider team and prepare a market monthly marketing activity for Regional Marketing
- Monitor and report on competitor activity and market intelligence, including promotions, prices, deals and evaluate their impact on our brands and plans, making recommendations to respond appropriately
- Ensure that successes, best practice, learnings from M&Es and other important regional messages are cascaded to the wider team by sharing and promoting ideas from the monthly report, as appropriate
- Embed and being a main contributor to operating rhythm within the market with full accountability on cycle planning workstreams (Lockdown meetings and sales briefings) in alignment with Regional team for sign offs
- Maintain information flow to Regional Marketing team with regards to progress against plans, seeking consultation on significant issues, opportunities, and risks for allocated Brands in a timely way, taking a solution focused approach