



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Associate Brand Manager, Hendrick's
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	US Marketing
Location	New York, NY
Team Leader	Brand Manager or Senior Brand Manager
Team Members	No
Job Level	4B
Role Purpose	
<p>The ABM will drive the brand's vision, strategic planning, and execution of annual plans. As a cross-functional role, the ABM regularly interacts with various functions, such as Finance, Commercial, and Analytics. The ABM assists with everything from P&L to advertising to trade programming.</p>	
Accountabilities	
<ul style="list-style-type: none">• POS Development and Management: Collaboration with agency teams to develop disruptive point of sale materials to be used in retail and bar settings.• Performance Management: Develop monthly performance assessments for senior leadership that directly impact the trajectory of the brand.• Event Management: Coordination of brand's representation at special events, including corporate events, media added-value events, brand or portfolio sponsorships.• Agency Management: Collaborate with agencies in creative development, marketing execution, and strategic brand planning.• Presentation Management: Prepare brand onboarding, marketing, sales and distributor presentations for the brand.• PO/Budget Management: Work with the Finance team to plan, code, track and report brand marketing budgets across the portfolio.	