



WILLIAM GRANT & SONS

ROLE PROFILE

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| Role Title | Channel Activation Manager |
| Business Unit / Group Function | BBU |
| BU Team / Sub-Function | Marketing |
| Location | Malaysia |
| Team Leader Role | Portfolio Manager |
| Role Level | 4B |
| Team Members | No |
| Role Purpose Own & drive the WG&S core and luxury portfolio execution in market by maximising display opportunities across the channels whilst ensuring compliance levels to marketing guidelines are met. | |
| Accountabilities <ul style="list-style-type: none">• Understand local market, shopper, consumer, and customer insights to input into local channel planning and execution• Partner with in-market Brand Activation Manager and Portfolio Manager to ensure the rolling execution activity plan is in line with the approved local Brand plans• Partner with Commercial teams on promotion management and evaluation and to ensure negotiations of activations, promotions and displays with customers, where applicable, to increase sales-out and visibility of the WG&S brands, in line with brand guidelines• Execute in-market channel plans based on toolkits and brand guidelines provided by the Portfolio Manager and Regional Marketing team through optimizing A&P spend and deliver healthy ROI• Execute activity plan, ensuring excellent portfolio execution with local distribution partners across all channels including merchandising, consumer (brand) activations, in-store shopper activation, in-store communication, and customer specific events to drive brand performance in market with a goal to build long term brand equity• Coordinate major customers/channels activities and manage channel/customer solutions contributing to sales targets• Analyse and propose new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Portfolio Manager• Support Portfolio Manager with a monthly report detailing successes, learnings, challenges and next month's plan for each channel• 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 learnings from M&Es are taken into consideration to help shape channel activities• Partner with Brand Activation Manager to contribute to integrated activity plans for sign off during Lockdown Meetings and Cycle Briefings to Commercial teams and to ensure detailed channel mechanics, A&P, and KPIs are based on insights with clear barriers to overcome• Collaborate with Sales Operations Manager to ensure continuous tracking against Minimum Execution Standards, distribution, and activations and course correct where necessary | |