



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Customer Planning & Activation Executive
Business Unit / Group Function	Global Travel Retail
BU Team / Sub-Function	BBU
Location	Richmond
Team Leader	Regional Manager
Team Members	N/A
Job Level	5
Role Purpose Assist the Europe & Americas customer activation team with customer related activity, supporting the delivery of agreed annual customer marketing plans. Participate in developing and completing activations across the region to drive brand and commercial growth.	
Accountabilities <ul style="list-style-type: none">• Support the Europe & Americas team with completing purchase orders• Ensure product samples are managed for markets across the region• Work closely with finance to follow up and check on invoices related to promotional spend• Develop and complete promotional activities and activations to enhance brand visibility and drive sales• Collaborate with marketing, commercial and agency partners to develop compelling campaigns.• Compile and participate in retail audits that ensure brand compliance• Monitor and analyse performance across A&P activity	