



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Global Gifting Manager The Balvenie Global Gifting Manager Glenfiddich Global Gifting Manager Hendrick's &amp; Heritage Brands Global Gifting Manager Monkey Shoulder &amp; Incubation Brands</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing – Marketing Excellence
<b>Location</b>	Richmond/Singapore/Dublin
<b>Team Leader</b>	Global Head of Gifting
<b>Team Members</b>	No
<b>Job Level</b>	4A
<b>Role Purpose</b>	Responsible for the delivery of global gifting strategies and global annual gifting plans to the highest standard across a specific brand/portfolio of WG&S' brands
<b>Accountabilities</b>	<ul style="list-style-type: none"><li>• Provide an expert customer and channel centric approach to formulate clear 'job to be done' for every gifting brief.</li><li>• Prepare gifting briefs to Global Brand Teams and timely translate design concepts into channel type ready, effective gifting solutions that drive consumer engagement and deliver commercial results.</li><li>• Develop all global annual gifting plans with a focus on the right gifting solution of the right quality, fit for purpose for the right channel type and at the right price. Collaborate with Global Brand Team and key markets for effective pre-testing.</li><li>• Ensure gifting solutions are engaging ROS mechanics and to enhance the in-home drink experience.</li><li>• Provide 'how to guidelines' including 5 Point pitches to support local implementation.</li><li>• Work together across all stakeholders to continuously thrive to deliver world-class gifting solutions by channel type to disrupt and delight customers and consumers alike.</li><li>• Collaborate with the Global Brand Team, POSM Procurement and local teams to optimise the development, implementation, performance measure and facilitate best practise across all Gifting.</li><li>• Advise and work in conjunction with the POSM Procurement team to deliver to markets right gifting solution of the right quality, on time and in full, at the right price and within the agreed budgets.</li><li>• Ensure timely reporting of all aspects of end-to-end gifting management including spend, briefs, competitor activity and trends, market feedback, sustainability progress against agreed targets and materials NPD.</li><li>• Ensure understanding of and adherence to the POSM William Grant Way process and continue to develop and deliver innovation to drive efficiency, customer service, quality and competitiveness.</li><li>• Continuous review of new and potential supplier base (alongside Global Procurement) to optimise supplier landscape in quality, cost, sustainability as well as risk management.</li><li>• Demonstrate behaviours in line with, and support the achievement, of our Company values with a focus on creating and promoting a diverse and inclusive culture where teamwork is central to creating our legacy.</li></ul>
<b>Created by:</b>	Anja Weise-O'Connor
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<b>HRBP:</b>	



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