



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Advocacy and Trade Events Manager
Business Unit / Group Function	Global Travel Retail
BU Team / Sub-Function	BBU
Location	Richmond
Team Leader	Customer Marketing Manager
Team Members	N/A
Job Level	4B
Role Purpose	
<p>The Advocacy and Trade Events Manager for Global Travel Retail will lead the development and execution of trade retail advocacy and events programs to promote The Company and the brand portfolio in the travel retail channel. This role will work closely with our commercial and marketing teams to ensure that the brand ambassadors have the tools, training, and resources they need to effectively represent the brand portfolio. Build relationships with TFWA to drive excellence through our partnership at key events (Cannes).</p>	
Accountabilities	
<ul style="list-style-type: none">• Lead the roll out of GTR's trade advocacy strategy.• Be the lead GTR point of contact with the Brand Ambassador community, coordinating content creation, regular meetings and ensuring they have the right tools e.g. training / support.• Be the point of contact for Global colleagues, internal and external stakeholders for all GTR advocacy requirements, programme alignments and best practice.• Help coordinate key customer activity plans to ensure that advocacy training programs and brand materials are developed in the correct timelines to support effective execution of brand plans.• Deliver the planning and execution of events which showcase the brand portfolio to target audiences. This includes managing event logistics, coordinating with vendors, and ensuring the events are executed on time, on budget and with the desired outcome• Manage and control budgets & annual Events.• Fully evaluate and share learnings, best practices within GTR and Globally where applicable.	