



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Director – Division Marketing
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-based
Team Leader Role	VP – Commercial Planning & Execution
Role Level	3B
Team Members	Yes
Role Purpose Leads development of Division Marketing strategy, direction, and function. Manages Division Marketing team to deliver strategic and optimized division marketing plans and to execute said plans with excellence.	
Accountabilities <ul style="list-style-type: none">• Lead development of Division Marketing strategy, direction, approach, and function. Drive Commercial Planning leadership and US Exec alignment with Division Marketing function, plans, directions, and budgets.• Oversee development of all divisional and key geography marketing plans which align with portfolio priorities, brand strategies, and market priorities. Lead development of marketing plans for Independent and Franchise Division.• Provide prioritization of brand, market, and tactical opportunities to ensure optimized spend that best achieves brand plans/objectives as well as build longer-term brand equity. Ensures market & division spending on brands stays within agreed-to budgets and on strategy.• Lead Division Marketing planning process and collaborates with Commercial Planning, Brand Marketing and Commercial leadership, and WG&S dedicated distributor partners to develop planning ways-of-working.• Sit on Marketing leadership team to ensure division marketing voice is included in marketing ways-of-working, strategic priority and functional planning and development discussions.• Oversee identification local trial, awareness, and partnership opportunities for priority/focus brands to ensure that all align with HQ marketing and commercial goals within key markets.• Oversee local marketing plan execution and own local activation manager (LAM) agency relationship. Consistently evaluate LAM program, personnel and ways-of-working to drive program improvement and optimization.• Partner with distributor leadership to ensure the WG&S division marketing has seat-at-the-table for on-going planning and programming discussions.• Participates in business reviews with Distributors/brokers to communicate division marketing plans, ensure WG&S brand objectives are addressed and achieved by broader division teams; guides the Marketing process throughout the commercial division. Participate in key functional meetings such as NPD to provide updates/guidance to commercial teams.• Oversee local program and tool M&E to understand level of execution and effectiveness. Leverage analysis learnings to optimize programming, tools, and channel planning.	