



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Merchandising Manager Permanent On-Trade Global Merchandising Manager Non-Permanent On-Trade Global Merchandising Manager Permanent Off-Trade Global Merchandising Manager Non-Permanent Off-Trade
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing – Marketing Excellence
Location	Richmond / Dublin
Team Leader	Global Merchandising Lead
Team Members	No
Job Level	4A
Role Purpose	
<p>Responsible for the delivery of global POSM and annual visibility plans across permanent/non-permanent on-trade/off-trade across all WG&S’ brands to the highest standard, in collaboration with the Global Brand Teams and the POSM Procurement team on outlet type ready scalable POSM that is delivered on time, at the right price and at the right quality into the markets.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Expert with in-depth channel, customer as well as supplier and material understanding to provide a customer centric approach to formulate clear ‘job to be done’ for every merchandising brief. • Develop clear merchandising briefs to Global Brand Teams and translate design concepts into channel ready, effective merchandising that drives brand visibility and consumer engagement. • Develop all global POSM annual plans and visibility pyramids with a focus on the right items 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. • Provide ‘how to guidelines’ including 5 Point pitches to support local implementation and effectiveness of the William Grant & Sons’ Minimum Execution Standards (MES), visibility pyramids and optimised drink experience. • Collaborate with the Global Brand Team, POSM Procurement and local teams to optimise the development, implementation, performance measure and facilitate best practise across all Merchandising. • Work closely with agencies, suppliers and POSM Procurement team to deliver to markets right items of the right quality, on time and in full, at the right price and within the agreed budgets. • Provide timely reporting of all aspects of POSM end-to end management including spend, briefs, competitor activity and trends, market feedback, sustainability progress against agreed targets and materials NPD. • 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. • Continuous review of new and potential supplier base (alongside Global Procurement) to optimise supplier landscape in quality, cost, sustainability as well as risk management. • 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. 	
Created by:	Anja Weise-O’Connor
Creation Date:	28.06.24



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HRBP:	
Date of last revision:	