

Job Title	Global Head of Brand Ambassadors
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing – Marketing Excellence
Location	Richmond
Team Leader	Global Director Marketing Excellence
Team Members	Yes
Job Level	3A
Role Purpose	
Responsible for setting the vision, strategy and roadmap of the WG&S Brand Ambassador programme to ensure a global community of Brand Ambassadors operates to provide world class advocacy for WG&S brands.	
Accountabilities	
<ul style="list-style-type: none"> • Lead and motivate a diverse team of Brand Ambassadors across all WG&S’ regions and markets with the right Brand and Market focus in line with the company’s objectives and priorities. • Responsible for setting the strategy and ways of working across all Brand Ambassadors at WG&S’ own distribution companies and 3rd party distributors. • Define the vision and role that Brand Ambassadors play within the WG&S of Building Brands. • Foster a collaborative and cohesive community that aligns with the company's values and is consistent across all relevant brands/markets. • Develop a clear set of KPI’s with a balanced approach of creative freedom combined with global and local marketing and commercial targets. • Provide a regular and consistent set of reports that track the impact and effectiveness of the brand ambassador activities, providing insights for continuous improvement. • Direct communication with Global Brand Ambassadors, Regional Leads and Local Brand Ambassadors to share best practices, updates, and strategic initiatives. • Co-ordinate the development and evaluation of scalable global advocacy programs (as per global creative ideas) that translate seamlessly across different markets and cultures. • Achieve a world-class Brand Ambassador on-boarding and training programme to develop and deepen Brand and liquid understanding and build trade, media and consumer credibility consistently across the world. • Plan a global calendar of selective tastings, events and experiences and lead the execution with exceptional attention to detail and professionalism to cultivate and maintain relationships with key industry stakeholders, partners and influencers. • Create a team of ultimate passion and world class advocacy for the William Grant & Sons’ brands. • Develop, motivate and lead the team in line with company values and the William Grant Way to drive a culture of continuous learning and development that maximises individual and team capability, efficiency and productivity. • 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
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