



WILLIAM GRANT & SONS

## ROLE PROFILE

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| <b>Job Title</b>   | <b>Global Brand Experience Manager</b> |
| <b>Business Unit / Group Function</b>  | BBU                                    |
| <b>BU Team / Sub-Function</b>  | Global Marketing                       |
| <b>Location</b>  | Richmond / Dublin                      |
| <b>Team Leader</b>   | Global Brand Director                  |
| <b>Team Members</b>  | No                                     |
| <b>Job Level</b>   | 4A                                     |
| <b>Role Purpose</b>  |  |
| <p>Create and execute strategies that enhance the brand experience across all customer touchpoints, ensuring a globally consistent and locally relevant brand presence. Oversee experiential marketing, brand storytelling and retail/3rd space events to create memorable and immersive experiences that resonate with the audience and reinforce the brand's positioning.</p>  |  |
| <b>Accountabilities</b>  |  |
| <ul style="list-style-type: none"><li>• Develop and implement a comprehensive global brand experience strategy to surprise &amp; delight the target audience across multiple channels and regions.</li><li>• Initiate and develop collaborations with like-minded brands and partners to create unique and immersive experiences in keep with the broader communication agenda.</li><li>• Conceptualize and oversee the execution of brand relevant events, pop-ups, and experiences that reflect the brand's ethos and personality.</li><li>• Adopt and promote the William Grant Way of Building Brands ensuring its consistent application across all brand experience campaigns &amp; initiatives.</li><li>• Manage the relationship with the lead agencies &amp; partners.</li><li>• Develop compelling brand narratives and content that communicate the brand's heritage, values, and positioning ensuring brand storytelling is consistent across all aspects of the brand experiences, across all channels.</li><li>• Design and implement strategies to enhance the in-store (On/Off/GTR) customer experience, ensuring it aligns with the brand's luxury standards.</li><li>• Collaborate with cross-functional teams, including Communication and Innovation, to ensure Brand Experience is an integral part of the wider marketing and comms agenda.</li><li>• Oversee budget management across all relevant projects and ensure A&amp;P is effectively allocated to support the brand experiences agenda in priority markets.</li><li>• Work in collaboration with the Global Insight Team to identify consumer trends &amp; behaviours to inspire innovative and relevant brand experiences.</li><li>• Adhere to relevant WG&amp;S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (GWG)</li></ul> |  |



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