



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Trade Marketing Manager</b>
<b>Internal Reference</b>	ODC-0112
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Taipei
<b>Team Leader Role</b>	Head of Sales
<b>Role Level</b>	4A
<b>Team Members</b>	Yes
<b>Role Purpose</b>	
<p>Take responsibility for planning and execution of channel/customer growth drivers in local market(s). Create an efficient process that ensures local tools are delivered on time, execution standards are met and aligned to our Global and Local Commercial strategies. Work with the local functional teams and Global Channel Development team to embed efficiency and effectiveness into the Go-To-Market approach and execution planning.</p>	
<b>Accountabilities</b>	
<p>Accountabilities</p> <ul style="list-style-type: none"><li>• Understand local market, shopper, consumer, and customer insights to input into local customer marketing planning and feed into local and global teams as appropriate</li><li>• Develop aligned activity calendars (including assets, brand events and activations) across all physical and digital channels. Ensure omnichannel integration for each brand leveraging available support from local and Global Marketing teams</li><li>• Develop locally relevant minimum execution standards (MES) within outlet universe and ensure their deployment and measurement via salesforce automation (SFA) with support from Head of Sales and Global Channel Development head</li><li>• Create and execute a flexible and practical suite of tools (e.g. channel activation, customer engagement selling, shopper marketing framework) with support from Head of Sales and Global Channel Development head to enable market(s) plan resources and A&amp;P to target key market opportunities in key channels aligned to local brand and portfolio sales plans</li><li>• Build Category / Portfolio programs for local market to adapt for outlet activation for priority occasions (e.g. Gifting, Festive, After-Work etc.)</li><li>• Work closely with Global Brand Teams, Shopper Marketing, RTC and luxury teams to champion the customer marketing requirements in market.</li><li>• Oversee in-market activity plans, ensuring excellent portfolio execution across all channels (e.g. merchandising, consumer (brand) activations, etc.) to drive brand performance in market with a goal to build long term brand equity</li><li>• Define clear activation parameters and a measurement and evaluation framework in line with global guidelines in order to support analysis on new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Head of Sales and Head of Marketing.</li><li>• Monitor performance of channel/customer growth driver execution in markets, continuously incorporating learnings from campaign effectiveness and efficiency in terms of value to WG&amp;S and the customer</li><li>• Support embedding of WG&amp;S integrated planning approach, including the deployment and adaptation of global tools, assets and process that enable effective execution locally</li></ul>	



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- Deploy tools and resources to help local market(s) embed the structured Operating Rhythm and facilitate key meetings within the business cycle (BPM, Anchor Meetings, Commercial Forums, Brand Forums)
- Provide customer marketing expertise to the market(s), working with the local RTC lead to ensure the market(s) have focussed action plans in place to drive commercial planning and execution maturity (Right Job)
- Compile a monthly report detailing successes, learnings, challenges and next month's plan for the local leadership team and wider team and prepare a market monthly marketing activity for Head of Marketing
- Monitor and report on competitor activity and market intelligence, including promotions, prices, deals and evaluate their impact on our brands and plans, making recommendations to respond appropriately.

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<b>Creation Date:</b>	03/03/2023
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<b>Date of last revision:</b>	14/01/2024