



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Head of Marketing - SEA</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Marketing – SEA
<b>Location</b>	Singapore
<b>Team Leader</b>	Regional Managing Director, SEA & Australasia
<b>Team Members</b>	Yes
<b>Job Level</b>	3B
<b>Role Purpose</b>	
<p>To create and lead the implementation of the SEA Marketing strategy, Brand building principles and omnichannel approach to build long term equity, maximize growth opportunities and sustainable enduring profit growth across the WG&amp;S portfolio. Ensure the SEA Marketing team has appropriate tools, resources and create clear processes to manage the implementation of Global Brand strategies in SEA, respecting and adapting to local consumer and customer insights.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Lead the Brand and Customer Marketing strategies aligned with Global guidelines, local market dynamics and the SEA business strategy</li><li>• Lead and develop a high performing and capable SEA Marketing team which champions brand value growth and manages and achieves long term brand health while balancing the short-term commercial growth drivers which contribute to financial delivery</li><li>• Externally engage with agencies and internal key stakeholders to ensure that all Marketing activity and programs are effective, relevant and compliant. Specifically, ensure WG&amp;S is professionally represented to press, media, consumers and trade customers through integrated PR and Digital strategies</li><li>• Lead and direct the management of Brand P&amp;Ls – assessing market priorities, investment levels, Brand plans, PR plans and strategic objectives to keep all Brands on their growth trajectories. Within this, effectively and efficiently manage and control the SEA Marketing budget to maximise return on investment and lead Brand pricing strategy aligned to Global Brand pricing guidelines</li><li>• Oversee the sign-off, implementation, monitoring and evaluation of local market plans based on clear consumer insight, journey mapping and deployment of motivation/occasion based content in order to achieve priority Brand KPIs, build Brand equity and ensure that marketing investment generates an increasingly positive return on investment</li><li>• Provide customer marketing and commercial planning expertise to the market (s), working with the RTC insights to ensure the market(s) have focussed action plans in place to drive commercial planning and execution maturity (Right Places, Right Job, Right Skills, Efficiently and Sustainably)</li></ul>	



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- As a member of the SEA Leadership Team, responsible to contribute more broadly to the achievement of Budgets, LE's and 5YP ambitions, partnering with the Regional Managing Director – SEA & ANZ, Head of Finance and Commercial teams to develop, implement and achieve the SEA business strategy
- Play a leadership role within the wider WG&S Marketing community and accountable for managing the relationship with Regional & Global Marketing teams
- Lead key meetings within the operating rhythm (Lockdown Meetings, Quarterly Sales Briefings, Commercial Forums, Learning Forums)
- Drive the innovation agenda in SEA, championing the brand innovation process with Global and in-market teams