

<b>Job Title</b>	<b>Innovation Manager – Glenfiddich</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Global Marketing
<b>Location</b>	Shanghai
<b>Leader</b>	Global Head of Innovation & Design - Glenfiddich
<b>People Leadership</b>	No
<b>Job Level</b>	4A
<b>Role Purpose</b> <ul style="list-style-type: none"> <li>Develop and launch identified Glenfiddich Exclusive, Retail, Gifting &amp; Limited Edition Innovation projects for WG&amp;S China.</li> </ul>	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>Partner with Global Head of Innovation &amp; Design Glenfiddich to develop the China Innovation NPD 5year pipeline for global launches, China exclusive, retail, gifting and limited editions that deliver brand equity, scale, and repeatable growth in line with brand guidelines.</li> <li>Partner with NPD, SBU and Brand teams to ensure appropriate resources, stock allocation and brand governance is secured for innovation projects</li> <li>Develop Retail, Gifting &amp; Cultural opportunities (e.g Retail Exclusives) aligned to market needs and brand guidelines.</li> <li>Develop Glenfiddich Exclusive propositions where applicable (eg. Glenfiddich XS range)</li> <li>Develop Glenfiddich Private Clients' propositions where applicable (eg. Glenfiddich TDL exclusive)</li> <li>Support in monitoring the total Glenfiddich Innovation Pipeline, collaborating with global brand teams and NPD, to ensure right resources, sequencing, and prioritization in place.</li> <li>Adopt the Glenfiddich Innovation criteria and guardrails for development (eg. Financial delivery)</li> <li>Partner with NPD and Procurement to identify new China suppliers, technology, fulfillment, systems in place to execute the identified new opportunities</li> <li>Lead the China Innovation development, concepts, design and commercialisation of the identified projects through Gate process.</li> <li>Lead the M&amp;E of priority launches through Gate 6 approach</li> <li>Adopt and promote the WG&amp;S of Brand Building programme as the way that WG&amp;S does Marketing, Innovation and High-end Range development continuously developing it and ensuring its consistent application across the brand team as part of the WG&amp;S</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 (WG&amp;S)</li> </ul>	