

ROLE PROFILE

Role Title	Regional Brand Ambassador, Malts - SEA
Business Unit / Group Function	BBU
BU Team / Sub-Function	Marketing – SEA
Location	Singapore
Team Leader Role	Marketing Manager, Malts – SEA
Role Level	L4B
Team Members	No
Role Purpose To champion WG&S' Luxury portfolio of Malts, by embodying their values and building a strong brand presence in SEA through authenticity, passion, credibility, and influence. To recruit and inspire consumers, media, and trade partners.	
Accountabilities <ul style="list-style-type: none"> • Be the face of the brand and source of brand knowledge to our trade partners, consumers, media, and internal teams, engage through events and trainings, always embodying the brand. • Work closely with global, regional, and in-market teams to contribute to shaping the Luxury portfolio's strategy and initiatives in the region. • Develop and execute advocacy programs, guidelines, and trainings that encompass product and engagement skills for the full Malts portfolio, such as "Train the Trainer" programs for local brand representatives. • Identify and lead partnerships and collaborations to drive cultural relevance for the Luxury portfolio in line with the Brands' strategy and priorities. • Support the Luxury, and in-market teams to establish strong relationships with key accounts, HNIs, media partners, and execute consistently with local relevance. • Create and deliver brand experiences/programs to consumers, HNI, Media and trade partners, providing education on brand, category, and lifestyle around the Luxury portfolio. • Proactively identify opportunities for improving brand presence and driving distribution, including actively selling in the brand where needed through activations and initiatives, in consultation with relevant commercial leads. • Report monthly/quarterly campaigns/projects including KPIs, findings, learnings, and competitor activity. • Identify clear insights, analyse trends across consumer groups and share this with local teams to enable clear M&E and strategic prioritization. • Support the overall WG&S team in shaping the Annual Brand Plans and partner closely with them to enable on time and proper delivery. • Actively contribute to personal and brands' social platforms in line with brand guidelines and marketing code. 	