



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Global Brand Ambassador</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing
<b>Location</b>	
<b>Team Leader</b>	Global Brand Managing Director
<b>Team Members</b>	
<b>Job Level</b>	4A
<b>Role Purpose</b>	<p>Inspire consumers and trade, especially the bartending community, recruiting them and building the brand's image and awareness (equity) whilst networking, inspiring and coaching the local Brand Ambassador community, ensuring increased growth and awareness of the brand in line with WG&amp;S targets.</p>
	<ul style="list-style-type: none"><li>• Work in conjunction with the global brand team to assist in the development and implementation of the brand strategy for growth.</li><li>• Recruit and inspire brand consumers, building brand equity to ensure continued growth and awareness of the brand.</li><li>• Build relationships with key bartenders and other on / off trade opinion formers, educating them to become advocates for the brand and establish a platform to reach out to opinion forming consumers.</li><li>• Be the "face of the brand" for trade and consumer journalists, organise and stage events, tastings and interviews whilst hosting journalists (and trade) on distillery trips.</li><li>• Adopt and promote the William Grant Way of Building Brands ensuring its consistent application across all brand advocacy campaigns and initiatives.</li><li>• Collect market intelligence and share this with global marketing teams and the brand ambassadors' community to enable a collective targeted drive.</li><li>• Be the face of the brand and source of brand knowledge to our own employees (and extended community), helping to make ambassadors of us all.</li><li>• Become a link for the wider Brand Ambassador community by networking and coaching them, swapping information and best practice allowing knowledge to be widely spread throughout the WG&amp;S team.</li></ul>
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