



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Customer Marketing Manager - SEA
Business Unit / Group Function	BBU
BU Team / Sub-Function	Marketing – SEA
Location	Singapore
Team Leader	Head of Marketing - SEA
Team Members	No
Job Level	4A
Role Purpose	
Take responsibility for planning and execution of channel/customer growth drivers in SEA markets. 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 Global Marketing Excellence Team to embed efficiency and effectiveness into the Go-To-Market approach and execution planning.	
Accountabilities	
• Understand local market, shopper, consumer, and customer insights to input into local customer marketing planning and feed into regional and global teams as appropriate • 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 Global Marketing teams • Develop locally relevant minimum execution standards (MES) within outlet universe and ensure their deployment, measurement via salesforce automation (SFA) with support from APAC Head of RTC and achievement in collaboration with Country Head(s) • Create and execute a flexible, practical and cost-efficient suite of tools (e.g. channel activation, customer engagement selling, shopper marketing framework) with support from Global Marketing Excellence team to enable market(s), plan resources and A&P to target key market opportunities in key channels aligned to local brand and portfolio sales plans • Build Category / Portfolio programs for local market(s) to adapt for outlet activation for priority occasions (e.g. Gifting, Festive, After-Work etc.) • Oversee and approve in-market activity plans, ensuring excellent portfolio execution with local distribution partners 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 • 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 Marketing/Country Manager	



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- Monitor performance of channel/customer growth driver execution in markets, continuously incorporating learnings from campaign effectiveness and efficiency in terms of value to WG&S and the customer
- Support embedding of WG&S integrated planning approach, including the deployment and adaptation of global tools, assets and process that enable effective execution locally
- Deploy tools and resources to help local market(s) embed the structured Operating Rhythm and facilitate key meetings within the business cycle (Cycle Sales Briefings, Lockdown Meetings, Commercial Forums, Learning Forums)
- Provide customer marketing expertise to the market(s), working with the RTC teams to ensure the market(s) have focussed action plans in place to drive commercial planning and execution maturity (Right Job)