



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global Assistant Brand Manager
Internal Reference	BBUMK-0215
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	New York
Team Leader Role	Global Head of Brand
Role Level	4B
Team Members	No
Role Purpose Support the global brand team, cross functional global teams and local marketing teams to develop long term plans and supporting tools that enable markets to achieve their targets. Ensure an integrated and consistent approach to reaching audiences across a wide range of touchpoints, across regions.	
Accountabilities • Support the wider team to create annual brand plans and marketing activations that enable local markets to achieve sales goals, consumer targets and meet financial expectations. • Work with the Marketing Excellence team to execute ideas to the highest brand standards, delivering required toolkits, guidelines and assets within budget and on time. • Partner with local marketing teams to translate global brand plans into compelling, differentiated local brand plans that are executable and relevant to the local market and consistent with global guidelines. • Support the marketing manager and comms team in the development of the digital agenda and lead on the creation of assets required to execute. • Partner with the Innovation & Design team to deliver best-in-class merchandising and gifting initiatives for specific channels that enhance rate of sale, profitability and brand-building opportunities. • Build strong relationships with market teams, to facilitate effective collaboration on brand activations. • Collaborate with the Global Insight Team to conduct market research to identify advertising trends, consumer behaviour, and competitive landscape using insights to inform creative development. • Adhere to relevant WG&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 (GWG).	