



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Product Manager – The Balvenie
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Richmond
Team Leader	Global Brand Managing Director
Team Members	No
Job Level	4A
Role Purpose Work with Global Brand Managing Director to define, execute and track The Balvenie’s product plan to ensure we have an optimised product range with clear hero expressions and a product range roadmap for the future to achieve long-term brand growth.	
Accountabilities <ul style="list-style-type: none">• Define the long-term product range strategy and roadmap to drive sustainable value growth for The Balvenie’s range in line with the brands objectives and 5-year plan. Ensure we have an optimised product range with clear hero expressions and formats (pack sizes, gift packs and value-added packs) for all channels (On Trade/Off Trade/E-Commerce/Third Spaces)• Responsible for the life cycle of products within The Balvenie’s range, ensuring that local markets are following the product roadmap and that products are managed in and out of the range. Balance the long-term equity growth with short- and medium-term P&L needs• Work with The Balvenie’s Innovation team, Business Development Managers and Insight team to identify the consumer needs, value pools, customer needs and the larger business objectives that a new product or feature will fulfil, articulating what success looks like for a product• Work with The Balvenie’s Innovation and NPD teams to help ensure that the product is made as efficiently and cost effectively as possible• Define and manage brand pricing guidelines and pricing ladders in collaboration with the Insights team and Net Revenue Management• Coordinate the allocation process for The Balvenie in collaboration with the Insights team and Net Revenue Management• Set KPIs and track performance for each product and format within the range• Adopt and promote the William Grant Way of Building Brands ensuring its consistent application across all range & product management initiatives• 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 (WGW)	
Created by:	Ifan Jenkins
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HRBP:	



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