



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Monkey Shoulder UK Brand Ambassador</b>
<b>Internal Reference</b>	ODC-0009
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Hook;Home based;Gurgaon
<b>Team Leader Role</b>	Senior Brand Manager; Head of Marketing
<b>Role Level</b>	4B
<b>Team Members</b>	No
<b>Role Purpose</b> Monkey Shoulder is 100% Malt Whisky made for mixing and your role will support the brand's mission to make whisky more fun and playful. The brand is experiencing great momentum and you will be fundamental in accelerating the success of Monkey Shoulder by making sure bartenders and consumers know who the brand is for and how it should be enjoyed by immersing them in the Monkey brand world. Our ambassador will live and breathe the Monkey Shoulder attitude; young at heart, outgoing, fun, friendly, sometimes silly, always loveable and be open to playing by anything but the rules. You will become a cultural advocate for Monkey Shoulder, helping to engage new audiences via their passion points that align with the brand. You will also generate sustained knowledge, passion and commitment for the Monkey Shoulder brand amongst key internal and external stakeholders...all whilst having the time of your life doing it!	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Be an authentic expert and influencer for Monkey Shoulder amongst key bartenders, customers, media and consumers alike</li><li>• Plan, deliver, review and evaluate an agreed range of activities to increase awareness, brand love and knowledge amongst customers and consumers relevant to Monkey Shoulder in line with brand profile, current brand plan and budget.</li><li>• Ensure, through a range of activities, that customers are equipped to serve and promote Monkey Shoulder to consumers, enabling them to become champions/advocates for the brand</li><li>• Explore new opportunities for Monkey Shoulder to be present in relevant cultural spaces outside of the bar by establishing and leveraging partnerships to amplify the brand.</li><li>• Be the face of Monkey Shoulder and a fountain of brand knowledge to our own employees (and extended community), helping internal brand building and communication</li><li>• Build strong working relationships with agencies, customers and internal stakeholders in order to optimise opportunities to deliver value-adding activities and increase brand visibility.</li><li>• Align with the Global team on relevant assets and communication tools that can be introduced into the UK market.</li><li>• Be a key partner to the commercial team - proactively identify opportunities for improving brand presence and driving distribution, including actively selling in the brand or creating sales leads where needed using a range of activations and initiatives</li><li>• Provide input to Brand Plans in prioritising investments and evaluating Brand initiatives.</li><li>• Report to Brand Teams on competitor activity to identify potential threats and opportunities.</li><li>• Take an active role in developing serve initiatives that align with Monkey Shoulder's brand strategy and goals.</li></ul>	