



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Customer Planning &amp; Activation Executive</b>
<b>Business Unit / Group Function</b>	Global Travel Retail
<b>BU Team / Sub-Function</b>	BBU
<b>Location</b>	Richmond
<b>Team Leader</b>	Regional Manager
<b>Team Members</b>	N/A
<b>Job Level</b>	5
<b>Role Purpose</b>  Assist the Europe & Americas customer activation team with customer related activity, supporting the delivery of agreed annual customer marketing plans. Participate in developing and completing activations across the region to drive brand and commercial growth.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Support the Regional Manager from a marketing perspective for customers across European Distribution &amp; US cruiseline</li><li>• Monitor full distribution partners A&amp;P spend and work with agency partners to ensure the distributor has all materials required to execute plans in the market</li><li>• Support European Distribution on their B2B platforms</li><li>• Support Customer Planning &amp; Activation Managers by managing product samples for markets across the region</li><li>• Work closely with finance to follow up and check on invoices related to promotional spend</li><li>• Develop and complete promotional activities and activations to enhance brand visibility and drive sales</li><li>• Collaborate with marketing, commercial and agency partners to develop compelling campaigns.</li><li>• Compile and participate in retail audits that ensure brand compliance</li><li>• Monitor and analyse performance across A&amp;P activity</li><li>• Work with the GTR Brand Ambassador on Distributor Sales Training</li></ul>	
<b>Created by:</b>	Rufus Parkinson
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<b>HRBP:</b>	Jack Arnold
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