



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Regional Brand Ambassador, Malts - SEA
Business Unit / Group Function	BBU
BU Team / Sub-Function	Marketing
Location	Singapore
Team Leader Role	Marketing Manager, Malts - SEA
Role Level	4B
Team Members	No
Role Purpose To champion WG&S' Luxury portfolio of Malts, by embodying their values and building a strong brand presence in SEA, through authenticity, passion, credibility, and influence. To recruit and inspire consumers, media, and trade partners.	
Accountabilities <ul style="list-style-type: none">• Be the face of the brand and source of brand knowledge to our trade partners, consumers, media, and internal teams, engage through events and trainings, and always embodying the brand.• Work closely with global, regional, and in-market teams to contribute to shaping the Luxury portfolio's strategy and initiatives in the region.• Develop and execute advocacy programs, guidelines, and trainings that encompass product and engagement skills for the full Malts portfolio, such as "Train The Trainer" programs for local brand representatives.• Identify and lead partnerships and collaborations to drive cultural relevance for the Luxury portfolio in line with the Brands' strategy and priorities.• Support the Luxury, and in-market teams to establish strong relationships with key accounts, HNIs, media partners, and execute consistently with local relevance.• Create and deliver brand experiences/programs to consumers, HNI, Media and trade partners, providing education on brand, category, and lifestyle around the Luxury portfolio.• Proactively identify opportunities for improving brand presence and driving distribution, including actively selling in the brand where needed through activations and initiatives, in consultation with relevant commercial leads.• Report monthly/quarterly of campaigns/projects including KPIs, findings, learnings, and competitor activity.• Identify clear insights, analyse trends across consumer groups and share this with local teams to enable clear M&E and strategic prioritization.	



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- Support the overall WG&S team in shaping the Annual Brand Plans and partner closely with them to enable on time and proper delivery.
- Actively contribute to personal and brands' social platforms in line with brand guidelines and marketing code.

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