WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	**Customer Planning & Activation Manager**
Business Unit / Group Function	Global Travel Retail
BU Team / Sub-Function	BBU
Location	Various locations i.e. Singapore, India, Taiwan, Australia, Richmond
Team Leader	Regional Managers
Team Members	N/A
Job Level	4B

Role Purpose

Develop and deliver agreed annual customer marketing plans across regional customer base that engage and excite the customer and consumer whilst upholding activation standards and delivering engaging consumer brand experiences.

Accountabilities

- Be experts in retail commercial excellence, and drive quality of execution at operational and store level with customers.
- Secure and follow up key initiatives and activations as well as monitoring and evaluating competitor activity in the relevant customers.
- Establish strong regional relationships with the key airport retail and operational teams, influencing them to build brand value.
- Lead customer engagement plan through brand immersions/trade shows to inspire customers and sell in annual plans.
- Work with marketing agency partners (e.g. HRG) to deliver specific global customer activity and support NPD launches.
- Manage and optimize performance of brand ambassador/promoter agency staff through setting targets and incentives programmes and training programmes.
- Audit retail outlets based on sales execution standards (price/ promotion/ range/ merchandising) to ensure compliance to our category and brand guidelines, and customer JBP's.
- Proactively identify category, promotional and Brand Building opportunities within outlets in order to gain additional promotions and visibility (both temporary and permanent) at local level, and work with the Regional Director and Regional Manage to maximise value.
- Manage, monitor and evaluate A&P budget (through quarterly M&E review) .
- Provide conduit/link with other regions that customer covers to ensure consistency and reliable contact for the customer/s Merchandising team to call upon.