



WILLIAM GRANT & SONS

## SENIOR OMNICHANNEL CUSTOMER EXECUTION MANAGER

<b>Job Title</b>	<b>Senior Omnichannel Customer Execution Manager</b>
<b>Business Unit / Group Function</b>	WG&S UK
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Hook
<b>Team Leader</b>	Category and Customer Marketing Controller
<b>Team Members</b>	Customer Marketing Managers x 7
<b>Job Level</b>	4A
<b>Role Purpose</b> To develop and deliver the WGSUK Customer Marketing strategy and deliver our Premium Partner of Choice customer vision, by executing optimised digital and physical Omnichannel customer marketing plans, that effectively influence product choice at both point of purchase and point of consumption, across the On and Off trade channels.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Develop the UK Customer marketing team's functional capability, by building their understanding of the physical and virtual consumer Path to Purchase, to develop and execute Omnichannel Customer DVA plans that maximise commercial benefit.</li><li>• Develop and imbed Route to Consumer change program brand and customer prioritisation cycle, Developing UK MES (Minimum Execution Standards) guidelines, to optimise spend and maximise return on investment.</li><li>• Embed an M&amp;E (measurement &amp; evaluation) culture within the customer marketing team to ensure efficient and effective use of trade investment spend.</li><li>• Develop UK Customer Marketing Managers Digital marketing capabilities, across Virtual store and digital consumer touchpoints, developing our Omnichannel approach, to best influence shopper and consumer's purchase behaviour.</li><li>• Achieve strong cross-functional relationships: Externally with key customers Snr marketing leads and shopper/consumer marketing agencies. Internally with WGSUK Marketing controllers and Channel heads, to ensure consumer and shopper understanding is at the heart of all brand and customer plans.</li><li>• Align with Channel and Marketing Controllers on investment choices and customer prioritisation, to ensure our customer marketing execution plans deliver against brand ambition and deliver commercial return.</li><li>• Own and effectively manage the customer marketing spend budget for the On and Off Trade channels. Making strategic investment choices to maximise return. Adhering to process, championing Measurement &amp; Evaluation to improve Return on Investment and optimise spend, to deliver the greatest impact.</li><li>• Leads, motivates and develops their team in line with the Company Values to maximise employee engagement.</li></ul>	
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