



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Rare Spirits Clients Manager
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial / Sales
Location	Seoul, Korea
Team Leader Role	Head of Sales
Role Level	4A
Team Members	No
Role Purpose	
<p>Our ambition is to create the leading Luxury Whisky business in Korea. This role is responsible for the execution of the Private Clients strategy, as well as development of the HNWI network and sales activities related to Rare Spirits Client Sales of our Luxury Portfolio in Korea.</p> <p>This role will be developing an exclusive U/HNWI database as input to the development of the CRM program, deploying our unrivalled rare malts to the right consumers and generating sales to hit the annual and 5 year targets.</p> <p>A critical part of this role will be to lead the launch of the WG&S TDL in Korea, with support from the Global Luxury team, in order to create an exclusive WG&S Malts ‘home’ and experience offering. Building on the TDL concept and opportunity, this role will be responsible for the on-going development and growth of the private sales business in Korea.</p>	
Accountabilities	
1) TDL (The Distiller’s Library – Luxury retail shop with WG&S luxury portfolio)	
<ul style="list-style-type: none">• Lead, launch and execute the business & sales model for TDL• Partner with the Luxury team to launch TDL and develop a HNWI CRM program• Deliver the annual budget as part of Korea Rare Spirits Clients target, as well as the TDL sales target• Plan, organise and show excellence in managing the effectiveness and efficiency of HNWC sales activities• Assess and align the Luxury product pipeline required for TDL• Partner with Head of Luxury, Brand Team and Standfast team on the future 5 year plan and product pipeline• Manage budgets, expenses and invoices for all activities to ensure accurate, up to date records are available	
2) U/HNWI, Gatekeeper & Influencer Relationships	
<ul style="list-style-type: none">• Develop exceptional client relationships to develop U/HNWI client database, notably through networking outside and having “hunting” mind-set at all times• Manage the HNWC and HNWI database to ensure database validity and compliance to privacy	



- Recruit and retain HNWCs through effective and efficient HNWC activities including partnership events and own personal network

3) Rare Spirits Client Directs Sales

- Take ownership of the HNWI sales budget for our brand portfolio, collaboratively working with team members to achieve sales target
- In partnership with Korea Leadership Team, develop the Rare Spirits Clients business model in Korea
- Develop the luxury range allocation and luxury sales strategy for Korea
- Manage products allocation strategically to generate strong demand among targeted clients
- Ensure a unique and exceptional client experience pre/ during /post sale with actions prepared by individuals
- Anticipate, prepare and organise exclusive high quality presentations and client previews, striving to always improve and surprise the clients
- Continuously propose and develop customised / bespoke propositions for Korea
- Acts as the privileged contact for the clients to provide Care Service
- Provide reports to local team and luxury team and have a regular meeting to improve TDL

4) Brand building & event

- Plan and implement brand activation and promotion to engage the targeted audience within allocated promotion budgets, measuring sales ROI
- Execute prestigious client events and VIP showcasing to provide exclusive brand experience
- Collaborate with Marketing team to develop for luxury experience to engage with HNWI

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