



WILLIAM GRANT & SONS

ROLE PROFILE

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| Role Title | Senior Brand Manager |
| Internal Reference | ODC-0174 |
| Business Unit / Group Function | ODC |
| BU Team / Sub-Function | Marketing |
| Location | Hook |
| Team Leader Role | Head of Marketing |
| Role Level | 4A |
| Team Members | Yes |
| Role Purpose | |
| <p>Deliver on our 5YP growth ambition by building strategy and plans that maximise long term brand value, consumer fame and customer engagement.</p> <p>Prioritise and set direction to manage allocation and optimise financial ROI in the relevant channels and customers, whilst aligning with global stakeholders to lead local teams to plan and execute best in class campaigns and activations.</p> | |
| Accountabilities | |
| <p>To lead P&L responsibility for allocated Brand(s), with clear prioritisation from an investment, time, monetary and channel POV.</p> <p>Deliver agreed Brand targets through financial planning, people resource management, alignment of systems and processes and effective direction of Brand Ambassador(s).</p> <p>Manage Brand(s) A&P budget with full responsibility for all elements of marketing mix for allocated Brand(s).</p> <p>Lead development and delivery of insight based executable plans with clear range/channel strategies commercial teams can deliver in line with our RTC strategy. Close liaison and working with UK Commercial team.</p> <p>Manage an integrated agency team to define and deliver thought leading communications plans with delivery against key comms, equity, and trial measures.</p> <p>Builds and strengthens relationships with Global Brand Teams ensuring alignment and sharing of best practises through quarterly meetings and day to day working.</p> <p>Lead and own NPD process including defining and leading project teams for outstanding launch/in market execution.</p> <p>Maintain excellent relationships with key internal and external stakeholders in order to optimise delivery of activities and facilitate timely, relevant communication.</p> <p>Have a strong market understanding across all channels of trade to be able to influence/provide direction/create ideas in these different environments.</p> <p>Be continuously alert to changes, issues and opportunities in the broader market, evaluate and recommend solutions and implement changes to agreed plans in order to optimise return.</p> | |