



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Portfolio Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Marketing - SEA
Location	Malaysia
Team Leader	Area Director – Malaysia, Thailand & Vietnam
Team Members	Yes
Job Level	4A
Role Purpose	
<p>Own & drive the WG&S core and luxury portfolio from planning to execution in market by managing execution, co-ordinating and evaluating Marketing activities (incl. innovation, portfolio, activation, promotion, in-store communication, budgeting). Leverage the WG&S portfolio to create and lead the implementation of the Malaysia Marketing vision and strategy, maximising commercial potential whilst building long term brand equity and consumer commitment.</p>	
Accountabilities	
<ul style="list-style-type: none">• Apply local market, shopper, consumer, and customer insights to input into local activity planning and feed into regional teams as appropriate• Build brands across all channels in line with brand guidelines and activation campaigns and toolkits as developed with the Regional Marketing team• Develop local PR/communication plan (Events, PR) and work closely with Regional Marketing team to ensure global guidelines are adhered to• Work with Country Manager, Commercial teams and Regional Marketing to create the rolling execution activity plan in line with the approved local Brand plans• Partner with Regional Marketing to develop in-market brand and channel plans as part of the annual planning process that will help shape budget and customer plans• Deliver agreed Brand and RTC targets (distribution and activation) across the portfolio through sound financial planning, people resource management and alignment of systems and processes• Ensure negotiations of activations, promotions and displays with customers, where applicable, to increase sales-out and visibility of the WG&S brands, in line with brand guidelines• Deploy flexible and practical suite of tools (channel activation, customer engagement selling) adapted from global/regional that enable the local market(s) to plan resources and A&P to target key market opportunities within key channels aligned to local brand and commercial plans• Work closely with the Commercial teams on promotion management and promo evaluations (monitoring promo numbers, promo shares, promo prices, promo targets) in line with the Global NRM framework	



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- Compile a monthly report detailing successes, learnings, challenges and next month's plan for the Country Manager and wider team and prepare a market monthly marketing activity for Regional Marketing
- Monitor and report on competitor activity and market intelligence, including promotions, prices, deals and evaluate their impact on our brands and plans, making recommendations to respond appropriately
- Ensure that successes, best practice, learnings from M&Es and other important regional messages are cascaded to the wider team by sharing and promoting ideas from the monthly report, as appropriate
- Embed and being a main contributor to operating rhythm within the market with full accountability on cycle planning workstreams (Lockdown meetings and sales briefings) in alignment with Regional team for sign offs
- Maintain information flow to Regional Marketing team with regards to progress against plans, seeking consultation on significant issues, opportunities, and risks for allocated Brands in a timely way, taking a solution focused approach