



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Brand Ambassador</b>
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	USA Marketing
<b>Location</b>	Home-Based
<b>Team Leader</b>	Marketing VP/Director
<b>Team Members</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b> To grow brand advocacy by generating sustained knowledge, passion, and commitment for allocated brand(s) amongst key internal and external stakeholders.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Develop advocacy plan for allocated brand(s) to support delivery of the Integrated Business Plan (IBP) to achieve sales goals, consumer targets and meet financial expectations.</li><li>• Ensure the delivery of portfolio advocacy initiatives (i.e. 1887 Collective) through planning and activation.</li><li>• Leverage assets and tools developed by global brand teams, to create compelling local advocacy activities that increase awareness, knowledge and advocacy amongst consumers and customers of relevant brand(s) in line with brand positioning, brand plan and budget.</li><li>• Be an authentic expert and influencer for allocated brand(s) amongst targeted customers and consumers through presence / execution of events / tastings.</li><li>• Leverage and manage personal social media channels to become one of the key faces of the brand, building awareness and advocacy amongst the on trade, in-line with the brand's social media strategy.</li><li>• Manage external agency partners as it relates to event planning, creative development and execution</li><li>• Partner with colleagues in the commercial team to adopt a 'one team' mindset to ensure customers are equipped to serve and promote the brand, enabling them to become ambassadors themselves.</li><li>• Be the face of the brand and source of brand knowledge to our own employees (and extended community), to help with internal brand building.</li><li>• Build strong relationships with the relevant global brand ambassador, to facilitate effective collaboration on global advocacy initiatives.</li><li>• Be continuously alert to changes, issues and opportunities in brand performance and the broader market, evaluate and manage solutions and changes to agreed plans to accelerate performance.</li><li>• Foster and lead a culture of continuous improvement on all spend, championing focus on M&amp;E across all activities (A, P, CMI, T&amp;E, overhead).</li></ul>	