



Job Title	Global Brand Manager (Grants & Clan MacGregor)
Level	4A
Location	Richmond
Business Unit	Global Marketing Team
Leader	Associate Global Brand Director
People Leadership	No direct reports
Role Purpose Develop and deliver well-executed global marketing programmes that drive the global ambition for the brand, assist in the development and implementation of the brand strategy for growth with the brand leader and local marketing teams.	
Accountabilities <ul style="list-style-type: none"> • Assist in the development and implementation of the brand strategy for growth in conjunction with the brand GBD/Global Marketing Manager/leader and local marketing teams. • Act as the guardian of the brand, developing and managing the brand positioning and working closely with the Associate Global Brand Director to define the long-term vision for the brands. • Develop and deliver growth drivers in keeping with the defined brand strategy to positively impact consumer attitudes and behaviours. • Work closely with local market teams to review market performance and provide local markets with appropriate information and materials to drive the brand locally. • Monitor and evaluate competitive activity, making key recommendations that keep the brand on its planned value growth trajectory. • Develop strong stakeholder relationships in local markets, operations and central functions necessary to achieve brand ambitions. • Design distinctive brand assets and produce brand guidelines for sharing as relevant. • Effective management of marketing budgets to ensure all targets are met. 	
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