



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	GTR Brand Manager
Business Unit / Group Function	Global Travel Retail (GTR)
BU Team / Sub-Function	BBU
Location	Richmond
Team Leader	GTR Head of Marketing
Team Members	N/A
Job Level	4A
Role Purpose Deliver and clearly focus on our ambitious 5YP for Heritage & Incubation brands. Set and activate brand strategy that leads to improved ROI across relevant financial & brand equity measures for this portfolio of brands. Lead interpretation of Global brand vision for full global GTR relevance, outlining clear Channel/Customer priorities and executing this to the highest standards, to build customer & consumer commitment for best long-term ROI.	
Accountabilities • Develop Heritage & Incubation brand plans and activation plans for GTR, in line with the Global Brand Plan agenda, by working closely with the Head of Marketing, Regional teams, and Global brand teams. • Responsibility for experientially led campaigns. • Lead and own NPD / Gifting / VAP solutions opening Brands to new occasions for current/new passengers • Strengthen the relationships with GBTs through leadership of Quarterly Business Reviews, day-to-day ways of working, sharing GTR best practices. • Maintain excellent relationships with key internal and external stakeholders (including Customer Marketing and commercial teams) in order to optimise delivery of activities and facilitate timely, relevant communication. • Deliver agreed Brand targets across the portfolio through sound financial planning, people resource management and alignment of systems and processes e.g. matching & helping to deliver GTR MES targets. • Agree, monitor and review annual plans, targets and budget with key stakeholders ensuring effective financial planning and brand planning. • Support Commercial Teams with customised Plans that match our & Retailer strategies. • 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. • Adapt global toolkits and materials from Global Marketing teams and focus on developing appropriate brand messaging, communication/storytelling to support GTR brand and activation plans. • Develop PR/communication plan for premium + (Events, PR) and work closely with Customer marketing to execute, providing support as appropriate. • Manage and control A&P budget in line with allocation. • Measure and evaluate effectiveness of A&P spend with the goal to consistently improve return on investment. • Prepare all education materials and programs.	