



WILLIAM GRANT & SONS

ROLE PROFILE

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| Job Title | Business Development Lead Balvenie – Asia & GTR |
| Business Unit / Group Function | BBU |
| BU Team / Sub-Function | Global Marketing |
| Location | Richmond |
| Team Leader | Global Brand Managing Director |
| Team Members | No |
| Job Level | 3B |
| Role Purpose Work with Global Brand Managing Director to build the Balvenie growth strategy for Asia & GTR. Partner with local market and global brand teams to brilliantly execute the commercial/marketing growth plans. Set KPIs, track and evaluate progress, sharing this to inform future plans and asset development. Support capability building of the teams in Asia & across Global Travel Retail (GTR) to best enable long-term brand growth. | |
| Accountabilities <ul style="list-style-type: none">• Act as the key connection point between global brand team and local market teams in across Asia & GTR.• Work with the Brand Managing Directors and Regional Managing Directors to deliver the annual Integrated Business Plan (IBP) and the 5 year brand strategy for the region, based on category value pools, consumer insight and our ability to win.• Own the Balvenie brands annual commercialisation plan for Asia & GTR.• Ensure KPIs are set for marketing and commercial activities, including Route to Consumer (RTC).• Take ownership of brand P&Ls in conjunction with the local markets, driving brand and campaign prioritisation, investment levels and mix of long term and short-term levers in line with agreed ambitions within plans. Lead A&P effectiveness evaluation.• Ensure priorities / needs of the region are understood and aligned with Global Brand Managing Director and jointly ensure appropriate solutions are delivered.• Develop, understand and communicate the consumer and customer insights of the region and clearly articulate the job to be done. Act as consumer and customer voice of region/local market within the global brand team, feeding in local needs and insights to aid future strategies and asset creation.• Partner very closely with local brand and commercial teams within the business cycle.• Represent Balvenie within key forums such as Quarterly Business Reviews (QBR) and Business Performance Meetings (BPM).• Work with local markets to make a globally consistent brand work in their market. Be an expert in the brand identity ensuring design rules are followed across touchpoints. Focus on applying existing marketing assets in local markets and align with Global Brand Managing Director if new assets may be required. Ensure any activities comply with local legislation.• Build the capability of our regional Balvenie teams to best enable growth drivers. In particular, work with the Route to Consumer team to ensure that the local market has the necessary capabilities to enable the execution of locally relevant WG&S growth drivers.• Ensure the measurement and evaluation of key programs and initiatives within the region to ensure their effectiveness and drive continuous improvement.• Develop strong relationships with key partners within Asia & GTR, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration. | |



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| <ul style="list-style-type: none">Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW). | |
| Created by: | Ifan Jenkins |
| Creation Date: | 27.06.24 |
| HRBP: | |
| Date of last revision: | |