



WILLIAM GRANT & SONS

## BRAND AMBASSADOR -THE BALVENIE

<b>Job Title</b>	Brand Ambassador
<b>Business Unit / Group Function</b>	WG&S UK
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Field Based
<b>Team Leader</b>	Senior Brand Manager
<b>Team Members</b>	N/A
<b>Job Level</b>	4B
<b>Role Purpose</b> To generate sustained knowledge, passion and commitment for relevant Brand(s) amongst key internal and external stakeholders.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Plan, deliver review and evaluate agreed range of activities to increase awareness and knowledge amongst customers and consumers of relevant Brand(s) in line with Brand profile, current Brand plan and budget</li><li>• Build strong working relationships with agencies, customers and internal stakeholders in order to optimise opportunities to deliver value adding activities and increase product visibility</li><li>• Ensure, through a range of activities, that customers are equipped to serve and promote the Brand to consumers, enabling them to become champions/ambassadors for the Brand</li><li>• Proactively identify opportunities for improving brand presence and driving distribution, including actively selling in the brand where needed</li><li>• Provide input to Brand plans in prioritising investments and evaluating Brand initiatives</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>• Primary focus is to be an authentic expert and influencer for relevant Brand(s) amongst targeted Customers and Consumers through presence / execution of events / tastings</li><li>• Identify and execute opportunities for new distribution e.g. Glenfiddich in Prestige, Hendricks / Monkey in Select and Exclusive</li><li>• Report to Brand Teams on competitor activity</li><li>• Take an active role in developing NPD / serve initiatives</li></ul>	
<b>Created by:</b>	Sam Pinner
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<b>HRBP:</b>	Melissa Thomas
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INDEPENDENT FAMILY  
DISTILLERS SINCE 1867

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