



WILLIAM GRANT & SONS

BRAND AMBASSADOR -THE BALVENIE

Job Title	Brand Ambassador
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Marketing
Location	Field Based
Team Leader	Senior Brand Manager
Team Members	N/A
Job Level	4B
Role Purpose To generate sustained knowledge, passion and commitment for relevant Brand(s) amongst key internal and external stakeholders.	
Accountabilities <ul style="list-style-type: none">• 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• Build strong working relationships with agencies, customers and internal stakeholders in order to optimise opportunities to deliver value adding activities and increase product visibility• 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• Proactively identify opportunities for improving brand presence and driving distribution, including actively selling in the brand where needed• Provide input to Brand plans in prioritising investments and evaluating Brand initiatives• Be the face of the Brand and source of Brand knowledge to our own employees (and extended community), to help with internal brand building• 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• Identify and execute opportunities for new distribution e.g. Glenfiddich in Prestige, Hendricks / Monkey in Select and Exclusive• Report to Brand Teams on competitor activity• Take an active role in developing NPD / serve initiatives	
Created by:	Sam Pinner
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INDEPENDENT FAMILY
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