



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Brand Experience Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Richmond / Dublin
Team Leader	Global Brand Director
Team Members	No
Job Level	4A
Role Purpose	
Create and execute strategies that enhance the brand experience across all customer touchpoints, ensuring a globally consistent and locally relevant brand presence. Oversee experiential marketing, brand storytelling and retail/3rd space events to create memorable and immersive experiences that resonate with the audience and reinforce the brand's positioning.	
Accountabilities	
• Develop and implement a comprehensive global brand experience strategy to surprise & delight the target audience across multiple channels and regions. • Initiate and develop collaborations with like-minded brands and partners to create unique and immersive experiences in keep with the broader communication agenda. • Conceptualize and oversee the execution of brand relevant events, pop-ups, and experiences that reflect the brand's ethos and personality. • Adopt and promote the William Grant Way of Building Brands ensuring its consistent application across all brand experience campaigns & initiatives. • Manage the relationship with the lead agencies & partners. • Develop compelling brand narratives and content that communicate the brand's heritage, values, and positioning ensuring brand storytelling is consistent across all aspects of the brand experiences, across all channels. • Design and implement strategies to enhance the in-store (On/Off/GTR) customer experience, ensuring it aligns with the brand's luxury standards. • Collaborate with cross-functional teams, including Communication and Innovation, to ensure Brand Experience is an integral part of the wider marketing and comms agenda. • Oversee budget management across all relevant projects and ensure A&P is effectively allocated to support the brand experiences agenda in priority markets. • Work in collaboration with the Global Insight Team to identify consumer trends & behaviours to inspire innovative and relevant brand experiences. • 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 (GWG)	



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