

ROLE PROFILE

Job Title	Head of Marketing – India
Business Unit	WG&S India
Function/Region	Marketing
Location	Gurgaon
Leader	Country Director, India
People Leadership	Yes
Job Level	3B
Role Purpose As a core member of the WG&SI senior leadership team, to build and lead a high-performing marketing team, to define a clear marketing strategy to deliver the long-term BIO and BII growth vision for WG&SI and to execute the delivery of that strategy which will accelerate the impact of the William Grant & Sons luxury and premium spirits portfolio in India.	
Accountabilities: <ul style="list-style-type: none"> • Lead the development of a successful brand portfolio strategy for the India as a whole and for the 23 Indian states within which our Brands are present, based on thorough analysis of regional consumer understanding, market insights, trends and ensure these are aligned with global leadership team. • Lead and run the annual planning process and JUBPs with a broad range of distributors, ensuring that global programmes are locally activated in a way that cuts through with the Indian consumer • Develop a winning marketing plan for each of the regionally managed brands. Lead the brand management, Brand Ambassador and Customer Marketing departments including the Bottled in India (BII) local bottling project Shah Jehan which will be transformative for WG&SI. • Supervise and deliver (where appropriate) the implementation and execution of the developed brand strategies and plans (promotions and campaigns) making sure local agencies and business partners deliver the necessary services and that the impact of activities is maximized • Coach and develop local distributor brand team members to deliver the regional brand strategy • Develop and lead local agency relationships (PR, Digital and ATL/BTL) • Develop local activities communication programme to increase brand equity and positioning within the region • Lead the local development of trading strategy including price strategies and support the local distributors in the creation of commercial strategies, ensuring price and commercial strategies applied. • Lead local innovation strategy and new brand and brand extensions launching supervision • Build and maintain effective relationships with commercial teams both internal and external (local distributor) including Regional Managers, KAM's, On and Off Trade teams to drive the correct brand portfolio strategies execution. • Build and maintain strong communication channels with the global team to ensure the relevant guidance and input to ensure the delivery of business results whilst addressing local needs • Engages, inspires, and galvanizes the organization (WG&S India and local Importer/Distributor) around the brand vision, position, and strategies so they are clear in bringing them to life in their areas of functional expertise. • Contribute to the development of the WG&S India strategy, working as an effective member of the WGS India leadership team 	

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects, and people
- Takes initiative and acts with confidence
- Initiates and generates activity

Formulating Strategies and Concepts

- Works strategically to realise organisational goals
- Sets and develops strategies
- Identifies and develops positive and compelling visions of the organisation's future potential
- Takes account of a wide range of issues across, and related to, the organisation

Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows respect and sensitivity towards cultural and religious differences
- Deals with ambiguity, making positive use of the opportunities it presents

Creating and Innovating

- Produces new ideas, approaches, or insights
- Creates innovative products or designs
- Produces a range of solutions to problems
- Seeks opportunities for organisational improvement
- Devises effective change initiatives

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organisation
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

Skills and Qualifications:**Essential:**

- Degree level or equivalent education in a marketing business or related subject
- Someone with a strong grounding in classic Marketing skills (ideally learned at an MNC FMCG company)
- Extensive experience in Regional Marketing role with specific demonstrable experience of India market in FMCG companies (preferably drinks)
- Someone who clearly has a personal leaning towards and good understanding of the Premium / Luxury brands category and “track record” of implementing opinion-former programmes which have been successfully disseminated to a wider audience of aspirants
- Someone who has leadership and management experience
- Strong background in marketing communications from brief to measurement and evaluation with an emphasis on advertising, brand PR and / or experiential marketing
- Experience of developing and delivering effective annual brand plans through local market teams
- Significant demonstrable experience in consumer insight and planning and analysis of large data sets
- Commercial awareness, strategic thinking, ability to easily work with and relate to different audiences both internally and externally
- Regional language capability desirable

Desirable:

- Has a confident, proactive approach and is consistently reliable in delivery
- Self-reliant, tenacious; a problem solver with a flexible, entrepreneurial approach
- Strong influencing skills, with the interpersonal skills to interact and be impactful at all levels of the business
- Is credible and comfortable operating in the luxury world our brands inhabit
- Demonstrates regional cultural sensitivity and understanding, able to communicate effectively
- Strong innovation and creative mindset to propose different approaches to achieve business objectives taking into account market opportunities and risks
- Demonstrates ability to overcome and manage deadlines, business issues and crisis
- Strong network within the luxury world of opinion formers desirable.

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