



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Shopper Marketing Executive</b>
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Commercial / Commercial Strategy
<b>Location</b>	Seoul, Korea
<b>Team Leader Role</b>	Commercial Strategy Manager
<b>Role Level</b>	5
<b>Team Members</b>	No
<b>Role Purpose</b>	
Execution of marketing plans (including annual promotional calendar) to support the delivery of WG&S Korea trade vision and strategy.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Execute customer marketing plans in alignment with Commercial Strategy Manager and Sales teams to address consumer and shopper activation opportunities.</li><li>• Ensure trade activation is shopper &amp; retailer-insight driven, aligns with brand strategies and delivers commercial KPIs.</li><li>• Execution of point-of-sale materials for all trade activations. Ensure point-of-sale delivers effective shopper communications, provides commercial solutions in on/off-premise environment, is premium, cost effective, planned/ordered using RTC opportunity analysis.</li><li>• Work closely with agencies coordinating and ensuring timely quality execution, sourcing of collaterals/promotion materials etc.</li><li>• Trend reporting and research studies on customers and shoppers point of views.</li><li>• Keep the management updated on competition activities, promotions and brand drives across channels and categories.</li></ul>	
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