



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Marketing Manager
Internal Reference	
Business Unit / Group Function	ODC, BBU
BU Team / Sub-Function	Marketing
Location	Taipei
Team Leader Role	Head of Marketing
Role Level	4A
Team Members	Yes
Role Purpose	Work with the global and local marketing and cross functional teams in developing Taiwan Brand Plans, local standards of excellence and the delivery of well-executed programmes that drive consumer commitment, long-term equity growth and short-term and medium-term P&L performance.
Accountabilities	<ul style="list-style-type: none">• Work with Head of Marketing, Global Brand Team and Trade Marketing Team to develop and manage the brand positioning in market and defining the long-term vision.• Develop and implement aligned plans with the cross-functional local teams for long-term equity growth and short- and medium-term brand Profit & Loss performance.• Lead the brand annual planning cycle (IBP) managing the development of impactful Taiwan brand plans, aligned to global guidelines and working with the cross-functional local teams to execute to the highest brand standards that enhance the brand image and meets the market needs.• Partner with Global Brand Teams to translate global brand plans into compelling, differentiated local brand plans that are executable and relevant to the local market and consistent with global guidelines.• Partner with external agencies to execute locally relevant campaigns that support major brand initiatives and trade relationships.• Together with the global comms team, develop the local digital strategy and executional plans, maximising consumer engagement across key channels.• Manage NPD and gifting initiatives with global and local stakeholders.• Support in the management and reporting of local brand pricing guidelines to adhere to global Triple Tier.• Lead local Advertising & Promotion planning to ensure effective and on-budget delivery of local brand plans.• Lead local share reporting and adhere to local IBOR reporting requirements – including Lockdown, Business Performance Monthly (BPM), Commercial Forum, Board papers as required• Adhere to relevant WG&S reporting standards and governance procedures, marketing guidelines, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW).
Created by:	Jenny Chen
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