



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Global Head of Visitors Centres</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing
<b>Location</b>	Richmond
<b>Team Leader</b>	Global Director -Luxury, PR, Partnerships and Brand Homes
<b>Team Members</b>	Yes
<b>Job Level</b>	3A
<b>Role Purpose</b>	
<p>Lead the development of the Visitors Centres at the MAISON Brand homes, Glenfiddich, Balvenie, Hendricks and Tullamore &amp; Tuthilltown. Support the delivery of the MAISON brand strategy, building the reputation of the brands and WG&amp;S. Delivering exceptional experiences to consumers by operating the Visitors Centres to the highest operating standards. Lead future Visitors Centre plans including expansion, investment and resourcing. Lead the WGW mapping of defined processes. The role encompasses all visitor experiences on the Dufftown, Hendricks, Tullamore and Tuthilltown sites.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>• Lead the development and 5YPs for the Visitors Centres including future expansion, investment, resource and P&amp;L ownership.</li> <li>• Develop and deploy leading and brand tour experiences across Visitors Centres to deliver exceptional consumer experience, brand story-telling, build client relationships &amp; 1st party data, ensuring long term brand advocacy</li> <li>• Develop and deploy industry leading trade customer experiences across Visitors Centres appropriately structured to engage, deepen brand advocacy understanding, strengthen business relationships, and ensure an enhanced level of support for the Company and the brands.</li> <li>• Deliver quality and engaging retail experiences, focused on building the brands' reputation, prioritising on high-end product, gifting, merchandise sales and CRM data capture.</li> <li>• Ensure appropriate food and beverage services across sites are provided where relevant for consumer and trade visitors that showcases the Brand's products and deliver dining experiences, including VIP and HNWI clients.</li> <li>• Ensure Visitors teams provide appropriate accommodation services for business visitors to the required standards at Dufftown site. Provide professional and high-quality support for business visitors from the moment of their arrival at the distillery to the moment of their departure.</li> <li>• Partner with the Global Luxury Team and Private Clients to deliver U/HNWI client experience at the Distilleries, including development of the Dufftown Distillers Library and client engagement.</li> </ul>	



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- Define clear and codified luxury standards for presentation and service across all areas of the visitor centre sites.
- Ensure Visitors centres operate the requisite planning operating processes, and control systems to ensure a consistent high quality service delivery with an effective operating rhythm
- Pro-actively market the visitor centre offerings for targeted walk-in visitors and to the BBU (Branded Business Unit) to ensure optimal usage of the facilities.
- Ensure complete consistency of all operations with the brand strategy and guidelines
- Form and nurture partnerships with trusted local operators (e.g., luxury hotels and private tour operators) where reciprocal benefit may be achieved.
- Build and lead a highly capable team with a practical and thorough approach. Continuously develop the capabilities of all members and the standards of service that the team operates to.

Control carefully all costs to deliver maximum value for money. Develop appropriate zero based budgets and manage revenue and cost streams in line with these. Ensure a robust financial control framework, with clear and transparent reporting that clearly highlights performance.

<b>Created by:</b>	Will Peacock
<b>Creation Date:</b>	17.07.2024
<b>HRBP:</b>	
<b>Date of last revision:</b>	