



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global Brand Director – Sailor Jerry and Reyka
Internal Reference	BBUMK-0156
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing – Sailor Jerry and Reyka
Location	Dublin
Team Leader Role	Chief Brand Officer
Role Level	3A
Team Members	Yes
Role Purpose	
<p>Manage the global Sailor Jerry and Reyka brand team, delivering the Global Brand Plans, managing the brand positioning, and developing the assets that enable the key markets to execute brilliantly, working hand in hand with the Owned Distribution Companies and the 3rd Party marketing teams.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Act as the guardian of the brands, managing the brand team to drive sustainable value growth of the brand in line with the Corporate Objectives, the BBU 5-year plan and the brand guidelines • Approve A&P/liquid allocation based on a clear market prioritisation model and principles • Define and manage brand pricing guidelines in collaboration with the Insights & Innovation team and Net Revenue Management guide • Create the Global Brand Plans aligned to Brand Keys, manage brand positionings, and develop Distinctive Brand Assets and brand guidelines for sharing that enable the key markets to execute brilliantly • Own and develop the product range with associated requirements (incl. liquid, packaging, pricing ladders) and deliver the brand innovation and renovation pipeline as required, in collaboration with relevant parties to test, launch and develop the brand as appropriate • Manage all aspects of Global Communication, Global advertising, Partnerships, Sponsorships, Full Funnel Digital (CRM/Website/Social Media/Content in conjunction with relevant Global Marketing Teams) to create integrated omnichannel experiences that reflect insight-driven consumer understanding to be taken to respective ODCs and 3PDs • Manage visual identify of innovation, gifting, in-store and shopper marketing in a structured and cost-efficient manner to drive activation scale in conjunction with the Marketing Excellence teams • Establish and promote effective working relationships with the ODCs and the 3rd Party marketing team to enable execution of appropriate marketing plans to shape the brand portfolio and deliver assets in alignment with local needs 	



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- Adopt and promote the WG&S Brand Academy as the way that WG&S does Marketing, continuously developing it and ensuring its consistent application across the brand team as part of the WGW
- Develop strong relationships with other key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration
- Work collaboratively within the Brand & Market Planning, NPD, and Pricing & Net Revenue Management cross-functional teams to achieve each committee's objectives in the interest of the business as a whole and all relevant internal and external stakeholders
- 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 (WGW)