



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Brand Ambassador - ODC China
Internal Reference	ODC-0390
Business Unit / Group Function	BBU, ODC
BU Team / Sub-Function	Marketing
Location	Shanghai
Team Leader Role	Head of Marketing, China
Role Level	4B
Team Members	No
Role Purpose To generate sustained knowledge, passion, and commitment for WGS Brand amongst consumers, customers, and the media in order to maximise visibility and build a strong brand presence in the marketplace.	
Accountabilities <ul style="list-style-type: none">• Plan, deliver review and evaluate agreed range of activities to increase awareness and knowledge amongst customers and consumers of TBV Brand in line with Brand profile, current Brand plan and budget• Build strong working relationships with consumers, customers, and internal stakeholders in order to optimise opportunities to deliver value adding activities and increase product visibility• Ensure, through a range of activities, that customers are equipped to serve and promote the Brand to consumers, enabling them to become champions/ambassadors for the Brand• Proactively identify opportunities for improving brand presence and driving distribution• Provide input to Brand plans in prioritising investments and evaluating Brand initiatives• Be the face of the Brand and source of Brand knowledge to our own employees (and extended community), to help with internal brand building• Report to Brand teams on competitor activity• Take an active role in developing NPD/serve initiatives	
Created by:	Kathy Zhang
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