



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Customer Marketing Executive
Business Unit / Group Function	ODC BU - WG&S India
BU Team / Sub-Function	Commercial/Sales
Location	India
Team Leader Role	Customer Marketing Manager
Role Level	5
Team Members	No
Role Purpose	
Lead the implementation of marketing plans (including annual promotional calendar) to support the delivery of WG&S India trade vision and strategy.	
Accountabilities	
<ul style="list-style-type: none">• Develop, manage and implement customer marketing plans in alignment with Customer Marketing Manager and Sales teams to address consumer and shopper activation opportunities.• Owns adherence of costs and financials involved in the regional financials related to A&P budget & ensure executing marketing activities in line with allocated budgets.• Working closely with agencies while handling negotiations, coordination and ensuring timely quality execution, sourcing of collaterals/promotion materials etc.• Working closely with internal cross-functional relationships to optimise delivery of activities & market feedback.• Translates strategies into brilliantly executed plans that consistently beat the competition and gain share.• Regularly stay and keep the management updated on competition activities, promotions and brand drives across channels and categories.	
Created by:	N/A
Creation Date:	11/12/2021
HRBP:	N/A
Date of last revision:	11/12/2021