



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Business Development Lead Glenfiddich – Americas
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Richmond
Team Leader	Global Brand Managing Director
Team Members	No
Job Level	3B
Role Purpose Work with Global Brand Managing Director to build the Glenfiddich growth strategy for Americas. Partner with local market and global brand teams to brilliantly execute the commercial/marketing growth plans. Set KPIs, track and evaluate progress, sharing this to inform future plans and asset development. Support capability building of the teams in Americas to best enable long-term brand growth.	
Accountabilities <ul style="list-style-type: none">• Act as the key connection point between global brand team and local market teams in priority Glenfiddich.• Work with the Brand Managing Directors and Regional Managing Directors to deliver the annual Integrated Business Plan (IBP) and the 5 year brand strategy for the region, based on category value pools, consumer insight and our ability to win.• Own the Glenfiddich brands annual commercialisation plan for America.• Ensure KPIs are set for marketing and commercial activities, including Route to Consumer (RTC).• Take ownership of brand P&Ls in conjunction with the local markets, driving brand and campaign prioritisation, investment levels and mix of long term and short term levers in line with agreed ambitions within plans. Lead A&P effectiveness evaluation.• Ensure priorities / needs of the region are understood and aligned with Global Brand Managing Director and jointly ensure appropriate solutions are delivered.• Develop, understand and communicate the consumer and customer insights of the region and clearly articulate the job to be done. Act as consumer and customer voice of region/local market within the global brand team, feeding in local needs and insights to aid future strategies and asset creation.• Partner very closely with local brand and commercial teams within the business cycle.• Represent Glenfiddich within key forums such as Quarterly Business Reviews (QBR) and Business Performance Meetings (BPM).• Work with local markets to make a globally consistent brand work in their market. Be an expert in the brand identity ensuring design rules are followed across touchpoints. Focus on applying existing marketing assets in local markets and align with Global Brand Managing Director if new assets may be required. Ensure any activities comply with local legislation.• Build the capability of our regional Glenfiddich teams to best enable growth drivers. In particular, work with the Route to Consumer team to ensure that the local market has the necessary capabilities to enable the execution of locally relevant WG&S growth drivers• Ensure the measurement and evaluation of key programs and initiatives within the region to ensure their effectiveness and drive continuous improvement• Develop strong relationships with key partners within the Americas, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration• 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)	



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