



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Director, Challenger & Enabler Brands
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	US Marketing
Location	New York, NY
Team Leader	SVP, Marketing, North America
Team Members	Yes
Job Level	3B
Role Purpose <p>This role will lead the U.S. marketing plan, brand strategy, price strategy and business results for a portfolio of brands critical to the U.S. market's 5 year plan delivery. They will champion the brands externally across the complex U.S. distributor landscape, working closely with the WG&S U.S. Commercial team. The role is responsible for leading the growth of these brands in the USA, the company's largest and most complex market. The role will also help develop the next level of marketing talent while taking the lead in developing and building capabilities within the marketing leadership team.</p>	
Accountabilities <ul style="list-style-type: none">• Liaise closely with the Global Brand teams to lead the long term vision and strategic direction for their brands in the U.S. market, while leveraging and influencing global growth driver programmes.• Work with the SVP to ensure the US EXEC and key stakeholders are fully aligned behind the brand vision, brand strategy and key brand plan initiatives.• Marshall the resources of the US Brand Team including the US Brand Ambassadors and in-market stakeholders to ensure all brand health and financial targets are achieved over the life of the five year plan.• Be the guardian for the brands to ensure the essence, positioning, and communication ideas remain at the heart of all growth driving activities whilst building the brand to new heights of performance growth, achieving stretch volume and/or value growth targets.• Manage and control brand P&L and resources – assessing market priorities, investment levels, brand plans and strategic objectives to keep the brand on its growth trajectory. Decisively intervene to recommend action where necessary to deliver performance results.• Perform decisive and choicely resource allocation to deliver best results.• Inspire and guide the regions by building strong relationships with key stakeholders to deliver excellence in implementation in line with the brand positioning and the brand activation platform.• Monitor and evaluate competitive activity and brand health, making key recommendations and sharing best practices that keep the organization on our planned growth trajectory.• Lead and develop a high performing team with strong marketing capabilities to deliver consistently brilliant marketing work and initiatives that drive growth. Develop succession plans to provide opportunity for more senior roles.• Promote marketing excellence across the US and wider business and actively shares all-around best practices.	