



WILLIAM GRANT & SONS

## SENIOR BRAND MANAGER, TULLAMORE DEW & REYKA VODKA

<b>Job Title</b>	Senior Brand Manager, Tullamore DEW & Reyka
<b>Business Unit / Group Function</b>	WG&S UK
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Hook
<b>Team Leader</b>	Head of Marketing – Luxury & Challenger Brands
<b>Team Members</b>	2 x Brand Ambassador
<b>Job Level</b>	4A
<b>Role Purpose</b> Deliver on our 5YP growth ambition for Tullamore DEW & Reyka Vodka, two key challenger brands within the UK portfolio. Build strategy and plans that accelerate brand growth by expanding the customer and consumer base. Develop brand equity through establishing the brand in the relevant cultural space(s). Prioritise and set direction to manage allocation and optimise financial ROI in the relevant channels and customers. Align with global stakeholders and lead local teams to plan and execute best in class campaigns and activations. Lead and coach two Brand Ambassadors to build brand advocacy at scale.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Full P&amp;L ownership</li><li>• Focus on accelerating value growth by applying a challenger brand mindset to rapidly expand the consumer and customer base</li><li>• Omni-communications planning - managing an integrated agency team to define and deliver thought leading communications plans with delivery against key comms, equity and trial measures</li><li>• Builds and strengthens relationships with GBT ensuring alignment and sharing of best practises through quarterly meetings and day to day working</li><li>• Lead and own NPd process including defining and leading project teams for outstanding launch/in market execution</li><li>• Maintain excellent relationships with key internal and external stakeholders (including Customer Marketing, Meta and commercial teams) in order to optimise delivery of activities and facilitate timely, relevant communication</li><li>• Have a strong market understanding across all channels of trade to be able to influence/provide direction/create ideas in these different environments</li><li>• Support the business to deliver agreed Brand targets on both brands through sound financial planning, people resource management and alignment of systems and processes e.g. matching &amp; helping to deliver on-trade QDVAAA targets</li><li>• Agree, monitor and review annual plans, targets and budget with key stakeholders ensuring effective financial planning</li><li>• Be continuously alert to changes, issues and opportunities in the broader market, evaluate and recommend solutions and implement changes to agreed plans in order to optimise return</li><li>• Lead a team of 2 Ambassadors to deliver advocacy at scale, while supporting their development as individuals</li></ul>	



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<b>Created by:</b>	James O'Connor
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