



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Global Head of WG&amp;S Brand Academy</b>
<b>Internal Reference</b>	BBUCOM-0251
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	London
<b>Team Leader Role</b>	Global Director – Route to Consumer Dotted line CMO
<b>Role Level</b>	3A
<b>Team Members</b>	Yes
<b>Role Purpose</b>  Design and implement a proprietary Global Brand Academy that delivers world-class marketing capability across the William Grant & Sons ODCs and 3rd party Marketing and Commercial teams and the broader organisation. Represent the WG&S Brand Academy across the organisation and contribute to a culture of continuous learning.	
<b>Accountabilities</b>  Determine and facilitate the William Grant Way of Building Brands (4 pillars, 12 brand keys) into a WG&S Brand Academy to drive harmonisation and transformation in organisational capabilities (marketing frameworks, processes, tools) and individual competencies (marketing skills-building, clear technical competencies, accreditation for roles)  Global Brand Academy development: Coordinate the creation and content development of the Global Brand Academy (process, tools and language) to ensure we build the capabilities of our Marketing and Commercial teams (direct and indirect) to deliver the business, marketing and commercial objectives of WG&S.  Marketing Competency Framework: Determine in conjunction with L&D the marketing competency framework and ensure alignment with the business, brand portfolio and commercial objectives. Coordinate the Global Brand Academy and appropriate professional accreditation as an “all in one” approach to the training and development of the marketing and commercial teams, and broader organisation.  WG&S Brand Academy Tools and Framework: Facilitate the development of the Global Brand Academy framework, modules, and tools, in partnership with external (consultancy, agencies) and internal stakeholders (subject matter experts), ensuring the development of our Marketing and Commercial team’s skills to deploy the processes, framework and common language across the organisation and distribution partners. Represent and partner with the William Grant & Sons Commercial functional leads to drive consistency and ensure the Global Brand Academy priorities and framework support and reinforce the aligned marketing and commercial priorities and objectives.  Planning and Execution: Coordinate the development with support of an external, specialist vendor to determine the global marketing capability plan and implementation framework (end-to-end process) covering different stages of analysis, design, development, and implementation. Ensure there is a capability roadmap for all key training modules that includes content definition, capability required to deliver the content, capability assessment and plan, role profiles and skills guidebook, learning curriculum and solutions.	



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**Measurement and Tracking:** Ascertain the KPIs to track capability usage, adoption and impact to prove effectiveness and ROI. Measure and track the implementation of the Global Brand Academy and propose innovative solutions to adjust the plan and solve challenges in an agile way.

**Leadership:** Facilitate a community of experts, leaders, and sponsors at a global, regional and functional level to ensure success of the Global Brand Academy and to assist with embedding the principles, framework and training.

Assess with global marketing leaders across the organisation (including our 3rd Party Partners) their marketing capability, understand their gaps, prioritise and support their development needs for successful Global Brand Academy implementation.

**Communication:** Implement a communications programme that provides clarity and consistent messaging about what the WG&S brand Academy is and how it's being deployed and embedded