



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Customer Marketing Manager</b>
<b>Business Unit / Group Function</b>	ODC UK
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Hook
<b>Team Leader</b>	<b>Channel Customer Marketing Manager</b>
<b>Team Members</b>	N/A
<b>Job Level</b>	4B
<b>Role Purpose</b> To build increased consumer & shopper desirability for WG&S brands, optimising sustainable brand value and profitable brand performance through implementation of customer facing brand activation in physical and digital outlets.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Develop and manage activation plans that align to customer opportunities and channel strategies.</li><li>• Drive distribution and visibility of WG&amp;S brands through activation at point of purchase.</li><li>• In-depth understanding and application of the most effective customer marketing levers (maximising conversion audience understanding) within the desired account base.</li><li>• Deliver customer activation through optimum activities within key accounts that support both brand and commercial objectives, strategically prioritised by customer.</li><li>• Evaluate all activations against pre-agreed objectives to drive greater efficiencies and best practice for the company, ensuring M&amp;E targets hit to ensure constant learnings captured.</li><li>• Ruthlessly prioritise customer / brand opportunities to ensure best ROI for the brand investment.</li><li>• Shape the development of brand plan activities through the provision of customer insight and strategy to bring to life tailored activation plans for our customers.</li><li>• Support the Off-Trade Channel Customer Marketing Lead on omni-channel initiatives which drive our customer marketing strategy across various brand and commercial projects.</li><li>• Full ownership of customer activation plans, incl. tracking and stakeholder visibility through activity grids &amp; lockdown process.</li><li>• Full involvement to account VT sessions – supporting with input, agenda setting &amp; output.</li><li>• Form strong stakeholder r/ship with brand managers – ensuring visibility and support of brand strategies.</li><li>• Deliver operational standards and controls on overheads/T&amp;E, PO and invoice compliance, P-spend budgets.</li></ul>	