



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Marketing Manager
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	Seoul, Korea
Team Leader Role	Head of Marketing
Role Level	4A
Team Members	Yes
Role Purpose To develop and deliver local implementation of Global Marketing Strategy for allocated brands that leads to brand equity, consumer commitment and brand profitability.	
Accountabilities • Deliver agreed Brand targets through sound financial planning, project resource management, alignment of systems and processes and effective direction of brand advocacy activity. • To manage and evaluate high quality Brand Marketing plans and activities to drive achievement of Brand targets and build Brand equity. • To drive execution of Brand Strategy, priorities and objectives, annual marketing plans and activities and provide updates on competitive position of brands to key internal stakeholders. • Maintain excellent relationships with key internal and external stakeholders (including Brand Owners and commercial team) in order to optimise delivery of activities and facilitate timely, relevant communications. • Agree, monitor and review annual plans, targets and budget ensuring effective financial planning. • 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. • Manage functional A&P budget with accountability for Brand P&L. • Lead and own NPD / Gifting / VAP solutions. • Management of Brand Ambassadors where applicable; ensure alignment of Brand Ambassador activities with local/global brand strategies. • Management of Brand Managers in charge of additional brands where applicable, ensuring coherent indirect management of brand's performance whilst delivering strong people management & development, fuelling WG&S Marketing talent pool.	
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