



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Customer Marketing Manager
Business Unit / Group Function	ODC BU – WG&S Australia
BU Team / Sub-Function	Commercial/Sales
Location	Australia
Team Leader Role	National Business Manager - Customer Marketing
Role Level	4B
Team Members	No
Role Purpose This role leads and executes customer, category and brand led marketing campaigns across the On-Trade to deliver Quality, Distribution, Visibility, Availability, Activation, Advocacy standards through disruptive activations that deliver the triple win. This critical role to ensure WG&SA builds strategic and collaborative campaigns with key customers, taking into consideration both brand and customer strategies.	
Accountabilities <ul style="list-style-type: none">• Develop and manage customer marketing plans that align to customer activation opportunities and company strategy with the allocated Advertising & Promotional budget.• Lead the WGSA customer planning process across on trade for priority brands.• Lead the sales briefing to the field team each Trimester Sales Briefing by working cross functionally to build presentations, toolkits, and Point of Sale.• Support in the execution of the broader WGSA Sales & Marketing annual planning process as the ‘go-to’ On Premise lead.• Own and execute WGSA sales communications to deliver in-market effectiveness and efficiencies.• Improve brand performance through the development and implementation of shopper programmes across the on/off trade independent channel with effective & impactful activations.• Champion commercial excellence in line with WG&S principles throughout the planning cycle.• Encourage a culture of continuous improvement within the WG&S marketing team via evaluation of all campaign activity and share learnings / best practice.• Point of Sale Management: collaboration with Marketing and appropriate agencies on the development, inventory management and fulfilment of branded Point of Sale.• Monthly reports and Calendars – lead the development and execution of the bi-monthly marketing update and monthly marketing calendar.	
Created by:	N/A
Creation Date:	15/3/2022
HRBP:	N/A
Date of last revision:	23/03/2022