



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Cycle Planning Lead
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing – Marketing Excellence
Location	Richmond
Team Leader	Global Director Marketing Excellence
Team Members	Yes
Job Level	3B
Role Purpose	
Develop, implement and direct the Global Brand Activity Cycle Plan for WG&S' GBT with deep connectivity between functions, to create an efficient process that ensures our brand activations in markets are delivered on time, and aligned to our Global brand and commercial strategies.	
Accountabilities	
<ul style="list-style-type: none"> • Establish and implement the Global Brand Activity Cycle Plan across all brands, nuanced by Maison brands, Incubation, Heritage and Local brands. • Develop and implement an annual and quarterly format and process capturing permanent and annual activity plans by brand that enables efficient, on time and high-quality implementation of activities in markets. Review and improve the process where necessary on a quarterly/annual basis to increase productivity and efficiencies. • Coordinate with the Commercial Planning function to translate the Global Cycle Plan into the commercial WG&S Integrated Planning approach, bringing together Brand, RTC and Financial Planning into a united approach and connected to the new WGW of Building Brands model. • Coordinate with the Finance function to align 5YP and budget process and timings to the Global Cycle Plan. • Ensure integration and implementation of the POSM Order process into the Global Cycle Plan, whilst considering Permanent and Non-permanent material lead times together with the Marketing Operations Team. • Ensure suitable and consistent template development and deployment such as meeting formats, activation plans, briefs, etc for the Global Cycle Plan to run effectively and on time. • Develop and facilitate a learning forum that equips markets and brands with tools and examples of best practice. • Establish an annual calendar and governance including key meetings and milestones and uphold a culture of on time delivery and adherence to the cycle plan. • Create Global Cycle Planning capability training content for the Global Brand Teams and full BBU to embed process across all relevant functions. • Coordinate and maintain brand assets across all brands in WG&S' central online hub. • Develop, motivate and lead the team in line with company values and the William Grant Way to drive a culture of continuous learning and development that maximises individual and team capability, efficiency and productivity. • Demonstrate behaviours in line with, and support the achievement, of our Company values with a focus on creating and promoting a diverse and inclusive culture where teamwork is central to creating our legacy. 	
Created by:	Anja Weise-O'Connor



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