



WILLIAM GRANT & SONS

ROLE PROFILE

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| Role Title | Regional Brand Ambassador, Hendrick's – SEA |
| Business Unit / Group Function | BBU |
| BU Team / Sub-Function | Commercial |
| Location | Singapore |
| Team Leader Role | Marketing Manager, Mixables – SEA |
| Role Level | 4B |
| Team Members | No |
| Role Purpose To generate sustained knowledge, passion and commitment for the Hendrick's Brand amongst consumers, customers and the media, turning them into brand advocates, in order to maximise brand presence and share of mind in the marketplace. | |
| Accountabilities <ul style="list-style-type: none">• Plan and deliver agreed range of activities to increase awareness and knowledge amongst customers and consumers of Hendrick's Brand in line with the Brand Plan and budget, driving brand love and advocacy.• Review and evaluate all activities, feeding back to the Marketing Manager, to ensure learnings are incorporated into all future initiatives, creating a cycle of continuous improvement.• Build strong working relationships with agencies, customers and internal stakeholders in order to identify opportunities over and above the agreed Brand Plan.• Feedback customer and consumer insight to the Marketing Manager in order shape the Brand Plan in response to changing circumstances in the marketplace.• Through delivering a range of activities, ensure that customers have the capability and tools to serve and promote the Brand to consumers, creating champions for the Brand.• Proactively identify opportunities for improving brand presence and driving distribution.• Provide input to Brand plans in prioritising investments and evaluating Brand initiatives.• Be the face of the Brand and source of Brand knowledge to our own employees (and extended community), to help with internal brand building. | |