



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Luxury Lead
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Richmond
Team Leader	Global Director -Luxury, PR, Partnerships and Brand Homes
Team Members	No
Job Level	3B
Role Purpose	
<p>Work with the Global Luxury Director to build the Luxury go-to-market model in luxury markets with priority for the US and China. Partner with the local market and Global Brand Development Lead to brilliantly execute the brand luxury plans. Lead the development of the plan, tools and assets required to create a breakthrough experience in Global Flagships & Local Hero accounts for each Maison. Manage the Wildmoor launch, track and evaluate progress and ensure future plans and asset development in place. Build capability of the WGW Arete pillar in markets to best enable long-term luxury growth.</p>	
Accountabilities	
<ul style="list-style-type: none">• Act as the key connection point between global Luxury team, global brand team and local market teams in priority markets.• Work with the Global Luxury Director, GMDs and RMDs to develop the Luxury BBU 5year plan and annual BUDGET in line with the global brand and commercial plan.• Partner with the Global Luxury Director, Luxury Head of Commercial and RMDs to define and embed the Luxury model in global and local teams including new ways of working with RMDs, Maison MDs and ODCs.• Ensure priorities / needs of the markets are understood and aligned with Global Luxury Director, Global Brand Managing Director and jointly ensure appropriate solutions are delivered.• Develop the Global Flagship & Local Hero account plan in partnership with Global Maisons ensure brilliant execution with Local markets that enable breakthrough experience and visibility of the brands.• Manage the Wildmoor luxury whisky brand, track and evaluate progress to inform future plans and ensure all asset development / innovation pipeline and market plans in place.• Build capability of the WGW Arete pillar in market to best enable long-term luxury growth on the brands.• Inform the global brand assets and toolkits for Luxury portfolio, to ensure Luxury best practice and standards of execution are integrated.• Develop and maintain strong professional and productive relationships with our external Luxury partners. Including high-end luxury networks (e.g Walpole) and brand & commercial collaborations	



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- Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW)

Created by:	Will Peacock
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