



WILLIAM GRANT & SONS

## ROLE PROFILE

|  |   |
|--|---|
| <b>Job Title</b>   | <b>Global Channel Development Head - On Trade</b> |
| <b>Business Unit / Group Function</b>  | BBU   |
| <b>BU Team / Sub-Function</b>  | Commercial  |
| <b>Location</b>  | Richmond  |
| <b>Team Leader</b>   | Global Customer Marketing Director                |
| <b>Team Members</b>  | No  |
| <b>Job Level</b>   | 3B  |
| <b>Role Purpose</b> <p>The Global Customer Marketing team vision is to be a team of recognised Global Functional Leaders, that engage, motivate &amp; guide the markets to deliver <u>Consistent and Scaled Brilliant Execution</u> of our WG&amp;S Portfolio Activities, that meet our Shoppers and Customers needs, &amp; drive double digit growth for WG&amp;S</p> <p>This role is the ‘go to subject matter expert’ for the global business on how our portfolio of brands can win effectively in on premise and off premise customers and outlets.</p> <p>This role provides insight driven guidelines on ‘how to win’ by outlet type through Minimum Execution Standards, Activation Standards, Channel Planning Process &amp; the right tools to execute brilliantly. Supporting both brand and commercial teams to deliver our long term ambition.</p>  |   |
| <b>Accountabilities</b> <ul style="list-style-type: none"><li>• Provide channel expertise to the global brand teams and market customer marketing and commercial teams to support the Route to Consumer agenda.</li><li>• Work with Global Category &amp; Shopper Insights Manager to provide data and insights on effective tools for our channels to drive long term sustainable growth.</li><li>• Develop strong relationships with global brand teams to ensure brand execution guidelines meet the needs of our global commercial priorities and reflect the channel realities and opportunities, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration.</li><li>• Collaborate with global brand and shopper teams to develop best in class shopper conversion toolkits with channel solutions that address the conversion barriers and objectives.</li></ul> |   |



WILLIAM GRANT & SONS

- Drive our commercial objectives of Channel segmentation and prioritisation, Minimum executions standards & Activation at Scale, leading the global standardisation and embedding of these from creation to monetization. Support priority markets on identifying & closing gaps.
- Own development of the required channel execution capability materials that can be leveraged by markets and Rout to Consumer leads to build relevant channel capabilities within every market. Lead the deployment of key capability programmes in priority markets to drive 'executing with excellence'.
- Lead the Market Maturity assessments for key markets for Channel Segmentation and Minimum Execution standards and agree SMART action plans with commitments to support where appropriate.
- Working with e-commerce, luxury, connections planning and Advocacy to drive consistency in channel approach & guidance to markets.

|                               |                                      |
|-------------------------------|--------------------------------------|
| <b>Created by:</b>            | Tori Haller                          |
| <b>Creation Date:</b>         | 13/03/2021                           |
| <b>HRBP:</b>                  | Liam MacNamee                        |
| <b>Date of last revision:</b> | 06/10/23- Tori Haller/ Nick Townsend |