



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	VIP & Public Tour Team Leader
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Dufftown
<b>Team Leader</b>	Head of The Balvenie & Glenfiddich Visitor Experience
<b>Team Members</b>	No
<b>Job Level</b>	4B
<p><b>Role Purpose</b> To work flexibly and strategically with the two distinct brand identities, leading Dufftown to be recognised as pioneering new levels of luxury and innovation in our visitor experiences.</p>	
<p><b>Accountabilities</b></p> <p><b>Ambassadorship</b></p> <ul style="list-style-type: none"> <li>•Be a recognised, authentic and enthusiastic expert and influencer – ensuring Dufftown distilleries are recognised globally as centres of excellence and aspirational destinations.</li> <li>•Cultivate and maintain a strong industry network, and knowledge of whisky, visitor and hospitality experiences. Utilise this to inspire and inform Dufftown luxury.</li> </ul> <p><b>Strategic Vision, Planning &amp; Implementation</b></p> <ul style="list-style-type: none"> <li>•Articulate and drive distinct creative visions for both Dufftown Distillery VCs, moving from a traditional industry ‘visitor attraction’ to a world-renowned aspirational destination.</li> <li>•Successfully market distinct distillery identities in partnership with the brands and DVC leadership team, including social media influencing and engaging content.</li> <li>•Lead an evolution of presentation, content and messaging, including virtual and physical experiences, sensitively balancing the unique character of the two distilleries, spiritual significance of Dufftown, and the brand identities.</li> <li>•Utilise and improve customer data and metrics to support DVC development.</li> <li>•Use commercial, marketing and luxury visitor experience to work across DVC leadership team to build new ‘integrated experiences’; marketing and upselling opportunities to target aspirational luxury, increasing spend per head and deeper brand engagement.</li> <li>•Proactively manage the relationship between the brand and distilleries teams, including marketing, e-commerce and live digital tour opportunities.</li> </ul> <p><b>VIP Hosting</b></p> <ul style="list-style-type: none"> <li>•An engaging host, storyteller and influencer, maximise distillery engagement and visibility to deliver industry leading visits for VIPs, HNW members of the public and trade.</li> <li>•Utilise industry contacts, visibility and networking to attract and build regular relationships with HNW individuals and whisky communities to support commercial opportunities.</li> </ul> <p><b>Team Leadership</b></p> <ul style="list-style-type: none"> <li>•Management of the department revenue and cost streams, including the Budget submission, and LE1/LE2 reviews, and all weekly and monthly reporting</li> </ul>	



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•Organise and lead training for all DVC team members to increase knowledge of whisky production, luxury delivery and our brands.

•Undertake all H&S duties required of a Team Leader level working on a top tier COMAH site.

•Responsible for recruitment and practical training, co-ordination and education of the Distillery guiding teams, with a focus on improving visitor engagement from pre-booking to post-visit.

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Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy

<b>Created by:</b>	Stephen Mannock
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<b>HRBP:</b>	Mark Beattie
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