



WILLIAM GRANT & SONS

META CUSTOMER MARKETING MANAGER

Job Title	Meta Customer Marketing Manager
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial- Meta
Location	Hook
Team Leader	Meta Controller
Team Members	n/a
Job Level	4B
Role Purpose To deliver the Meta Luxury customer marketing plan with our strategic customers to halo and PR our Meta portfolio To surprise and delight our customers and consumers alike with flawless and disruptive execution in line with our brand strategies whilst elevating our luxury execution standards to be global best in class.	
Accountabilities <ul style="list-style-type: none">• Build collaborative 360 customer marketing plans to optimise our Meta & Premium portfolio within this channel in line with our strategic priorities.• Demonstrate leadership through in-depth channel knowledge and ways of winning with activation. Socialise best practice with internal stakeholders to share learnings and build our CM Meta credentials within the UK and globally.• Deliver a plan to support our commercial, distribution, visibility and brand objectives through prioritisation customers and brands alike. Ensure key activations have a PR able hook.• Evaluate effectiveness all activity against pre agreed KBIs through M&E / TPO process.• Robust management of the CM budget and rolling 12 month CM plan.• Develop cross-functional networks with all key customers to fully maximise our Meta commercial delivery• Shape the development of Meta brand plan activities through the provision of customer insight & strategy	
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