



WILLIAM GRANT & SONS

ROLE PROFILE

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| Job Title | Business Development Lead – Hendricks – Europe & Africa |
| Business Unit / Group Function | BBU |
| BU Team / Sub-Function | Global Marketing |
| Location | Richmond/Dublin |
| Team Leader | Global Brand Director |
| Team Members | No |
| Job Level | 3B |
| Role Purpose Work with Global Brand Managing Director to build the portfolio of brand’s growth strategy for Europe and Africa. Partner with local market and global brand teams to brilliantly execute the commercial/marketing growth plans. Set KPIs, track and evaluate progress, sharing this to inform future plans and asset development. Support capability building of European and African teams to best enable long-term growth on the portfolio of brands. | |
| Accountabilities <ul style="list-style-type: none">• Act as the key connection point between global brand team and local market teams in priority European and African markets.• Work with the Brand Director and Regional Managing Directors to deliver the annual Integrated Business Plan (IBP) and 5 year brand strategy for each Hendricks across Europe and Africa, based on category value pools, consumer insight and our ability to win.• Own the annual commercialisation plan for Heritage Brands for a specific region/market. Ensure KPIs are set for marketing and commercial activities, including Route to Consumer (RTC).• Take ownership of brand P&Ls in conjunction with regional teams in driving brand and campaign prioritisation, investment levels and mix of long term and short-term levers in line with agreed ambitions within plans.• Lead A&P effectiveness evaluation.• Ensure priorities / needs of the market are understood and aligned with Global Brand Director and jointly ensure appropriate solutions are delivered.• Develop, understand and communicate the consumer and customer insights of the market and clearly articulate the job to be done.• Act as consumer and customer voice of region/local market within the global brand team, feeding in local needs and insights to aid future strategies and asset creation.• Partner very closely with local brand and commercial teams within the business cycle. Represent Hendricks within key forums such as Quarterly Business Reviews (QBR) and Business Performance Meetings (BPM).• Work with local markets to make a globally consistent brand work in their market. Be an expert in the brand identity ensuring design rules are followed across touchpoints. Focus on applying existing marketing assets in local markets and align with Global Brand Director if new assets may be required. Ensure any activities comply with local legislation.• Build the capability of our European and African Hendrick’s Brand team to best enable growth drivers. In particular, work with the Route to Consumer team to ensure that the regions have the necessary capabilities to enable the execution of locally relevant WG&S growth drivers• Ensure the measurement and evaluation of key programs and initiatives within the market to ensure their effectiveness and drive continuous improvement• Develop strong relationships with key partners within the region, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration | |



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| <ul style="list-style-type: none">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: | Ifan Jenkins |
| Creation Date: | 27.06.24 |
| HRBP: | |
| Date of last revision: | |