

Job Title	Global Brand Ambassador Lead Asia, Africa & MEISC Global Brand Ambassador Lead Europe, Americas
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing – Marketing Excellence
Location	Richmond
Team Leader	Global Head of Brand Ambassadors
Team Members	Yes
Job Level	3B
Role Purpose	
Responsible for the execution of the vision, strategy and roadmap of the WG&S Brand Ambassador programme in the relevant regions to provide world class advocacy for WG&S brands across a substantial community of Brand Ambassadors.	
Accountabilities	
<ul style="list-style-type: none"> • Lead and motivate a diverse team of Brand Ambassadors across multiple regions and markets in line with the company’s objectives and priorities. • Implement the strategy and ways of working across all Brand Ambassadors in WG&S’ own distribution companies and 3rd party distributors. Follow clear criteria for new Brand Ambassador approval and interview process. • Foster a collaborative and cohesive community that aligns with the company's values and is consistent across all relevant brands/markets working hand in hand with the other Brand Ambassador Lead. • Implement a clear set of global KPI’s. Align with local markets global KPI’s and agree on relevant local KPI’s. • Provide input to regular reporting tracking the impact and effectiveness of the brand ambassador activities, providing insights for continuous improvement. • Regularly communicate and share best practices, updates, and strategic initiatives. • Implement the global advocacy programs (as per global creative ideas) ensuring that they translate seamlessly across different markets and cultures. • Together with the other Brand Ambassador Lead and Global Brand Ambassadors lead a world class on-boarding and training programme to develop and deepen Brand and liquid understanding and build trade, media and consumer credibility consistently across the world. • Provide input to global calendar of selective tastings, events and experiences and lead the execution with exceptional attention to detail and professionalism to cultivate and maintain relationships with key industry stakeholders, partners and influencers. • Create a team of ultimate passion and world class advocacy for the William Grant & Sons’ brands. • Develop, motivate and lead the team in line with company values and the William Grant Way to drive a culture of continuous learning and development that maximises individual and team capability, efficiency and productivity. • Demonstrate behaviours in line with, and support the achievement, of our Company values with a focus on creating and promoting a diverse and inclusive culture where teamwork is central to creating our legacy. 	
Created by:	Anja Weise-O’Connor
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HRBP:	

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