



<b>Job Title</b>	<b>Regional Customer Marketing Manager</b>
<b>Job Level</b>	4a
<b>Location</b>	Singapore
<b>Business Unit</b>	Global Travel Retail
<b>Function</b>	Customer Marketing
<b>Leader</b>	Head of Customer Marketing
<b>People Leadership</b>	Regional Customer Marketing Exec
<b>Role Purpose</b>  <p>To build increased pax desirability for WG&amp;S brands, translating Global Brand plans into regional GTR specific activation plans and strategies - optimising sustainable brand value and profitable brand performance.</p> <p>To support the wider commercial team with the delivery and execution of the GTR sales vision and strategy in alignment with the William Grant &amp; Sons 5YP and GTR Business Strategy.</p> <p>To support delivery of budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value.</p>	
<b>Responsibilities</b> <ul style="list-style-type: none"> <li>• Development, alongside head of customer marketing, of regional customer marketing plans using Global brand Bibles and translating them into aligned channel activation strategy</li> <li>• In-depth understanding and application of the most effective customer marketing levers within travel retail</li> <li>• Deliver channel activation through optimum activities that support both brand and commercial objectives, strategically prioritised by account</li> <li>• Provide region with the necessary materials and support tools to help build brand advocacy and allow them to offer creative solutions to build value and attain our budgeted targets. This will include, but is not limited to: permanent visibility, fixture development and build, shop in shops, all levels of activation level concepts, GWP &amp; PWP solutions, brand training decks, sell in decks, POS, brand literature, category marketing, consumer insights, data mining of depletions, and presentations to operators and trade customers.</li> <li>• Measure and Evaluate effectiveness of all customers marketing activity against pre agreed objectives to drive greater efficiencies and best practice for the company</li> <li>• Ruthlessly prioritise customer / brand opportunities to ensure resource investment is placed in the most appropriate manner</li> <li>• Maintain excellent internal cross-functional relationships between brand, commercial and activation teams to optimise delivery of activities and brand planning</li> <li>• Brand Champion: Shape the development of brand plan activities through the provision of customer insight and strategy. Through the line (with Domestic or GBT) where possible and consistent with brand guidelines.</li> <li>• Budget and Agency management - manage and control the regional A&amp;P budget to maximise investment whilst ensuring adherence to GTR strategy.</li> <li>• Lead, plan and deliver the WGS presence at any relevant events in the region (TFWA, IAADFS and similar), ensuring that an outstanding customer experience is delivered to a set and defined budget, PR requirements</li> </ul>	

## Values



### BE PROUD

We are proud of our brands, our heritage, and our commitment to superior quality in our products



### BE RESPONSIBLE

We expect every individual and their teams to be accountable and to perform to their full potential



### BE SUSTAINABLE

We wish to make a positive contribution to our communities and to our environment



### BE PROFESSIONAL

We value integrity, transparency, professionalism and constructive debate within a team working culture



### BE ENTREPRENEURIAL

We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



### THINK LONG TERM

We are proud of our brands, our heritage, and our commitment to superior quality in our products

## Core Competencies: To be reviewed and inserted

### Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

### Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

### Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

### Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

### Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity
- Demonstrates an understanding of different organisational departments and functions

### Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

## Skills and Qualifications:

- Experience of working with key accounts
- Educated to degree level or equivalent
- Previous experience of working in Sales, Marketing or Trade Marketing functions
- Highly organised with excellent planning skills
- Financial & business acumen
- Spirits industry knowledge and experience is desirable
- Working level English proficiency a must; a second regional language would be advantageous
- 5 years and above relevant experience required

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