



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Portfolio Manager</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Marketing - SEA
<b>Location</b>	Thailand
<b>Team Leader</b>	Area Director – Malaysia, Thailand & Vietnam
<b>Team Members</b>	Yes
<b>Job Level</b>	4A
<b>Role Purpose</b>	
<p>Own &amp; drive WG&amp;S core and luxury portfolio from planning to execution in market by managing execution, co-ordinating and evaluating Marketing activities (incl. innovation, portfolio, activation, promotion, in-store communication, budgeting). Leverage the WG&amp;S portfolio to create and lead the implementation of Thailand's Marketing vision and strategy, maximising commercial potential whilst building long term brand equity and consumer commitment. Oversee distributor management with close collaboration with both Finance and Commercial teams to ensure business priorities are aligned.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Lead both Marketing &amp; Commercial agendas and manage business risks and opportunities for Thailand in collaboration with cross functional teams from both WG&amp;S and distributor teams to report into Area Director</li><li>• Apply local market, shopper, consumer, and customer insights to input into local activity planning and feed into regional teams as appropriate</li><li>• Build brands across all channels in line with brand guidelines and activation campaigns and toolkits as developed with the Regional Marketing team</li><li>• Develop local PR/communication plan (Events, PR) and work closely with Regional Marketing team to ensure global guidelines are adhered to</li><li>• Work with Area Director, Commercial Finance, Distributor Commercial teams and Regional Marketing to create rolling execution activity plans in line with market priorities to deliver against Brand and Commercial targets and course correct where necessary</li><li>• Partner with Regional Marketing to develop in-market brand and channel plans as part of the annual planning process that will help shape budget and customer plans</li><li>• Deliver agreed Brand and RTC targets (distribution and activation) across the portfolio through sound financial planning, people resource management and alignment of systems and processes</li><li>• Ensure negotiations of activations, promotions and displays with customers, where applicable, to increase sales-out and visibility of the WG&amp;S brands, in line with brand guidelines</li></ul>	



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- Deploy flexible and practical suite of tools (channel activation, customer engagement selling) adapted from global/regional that enable the local market(s) to plan resources and A&P to target key market opportunities within key channels aligned to local brand and commercial plans
- Work closely with Finance and Commercial teams on promotion management and promo evaluations in line with the Global NRM framework
- Compile a monthly report detailing successes, learnings, challenges and next month's plan for the Area Director and wider team and prepare a market monthly marketing activity for Regional Marketing
- Monitor and report on competitor activity and market intelligence, including promotions, prices, deals and evaluate their impact on our brands and plans, making recommendations to respond appropriately
- Ensure that successes, best practice, learnings from M&Es and other important regional messages are cascaded to the wider team by sharing and promoting ideas from the monthly report, as appropriate
- Embed and being a main contributor to operating rhythm within the market with full accountability on cycle planning workstreams (Lockdown meetings and sales briefings) in alignment with Regional team for sign offs
- Maintain information flow to Area Director and Regional Marketing team with regards to progress against plans, seeking consultation on significant issues, opportunities, and risks for allocated Brands in a timely way, taking a solution focused approach