



WILLIAM GRANT & SONS

## ROLE PROFILE

|   |                                 |
|---|---------------------------------|
| <b>Job Title</b>  | <b>Marketing Vice President</b> |
| <b>Business Unit / Group Function</b>   | ODC                             |
| <b>BU Team / Sub-Function</b>   | Marketing                       |
| <b>Location</b>   | New York, NY Office             |
| <b>Team Leader</b>  | Chief Marketing Officer USA     |
| <b>Team Members</b>   | Yes                             |
| <b>Job Level</b>  | 3A                              |
| <b>Role Purpose</b><br>Lead the USA Marketing plan, brand strategy, price strategy and business results for a portfolio of brands critical to the USA market's 5 year plan delivery. Champion the brands internally with the Global teams as well as externally across the complex USA distributor landscape, working closely with the WG&S USA Commercial team. Develop the next level of marketing talent while taking the lead in developing and building capabilities within the marketing leadership team.   |                                 |
| <b>Accountabilities</b> <ul style="list-style-type: none"><li>• Achieve P&amp;L and brand health targets for allocated portfolio, with clear prioritization from an investment, time, monetary, variant/size and channel POV. Perform decisive and choicely resource allocation to deliver best results.</li><li>• Develop, lead, and recruit a high performing team with strong marketing capabilities to deliver consistently brilliant marketing work and initiatives that drive growth.</li><li>• Facilitate the implementation of the WG&amp;S Brand Building model, assuring a high quality of implementation. Lead functional development in key improvement areas.</li><li>• Manage portfolio A&amp;P budget with full responsibility for all elements of marketing mix for allocated portfolio. Direct a culture of continuous improvement via M&amp;E on all major spend areas.</li><li>• Develop and deliver insight based executable plans with clear range/channel strategies commercial teams can deliver in line with our RTC strategy. Develop strong working relationships with USA Commercial team and distributor leadership, energizing both behind your portfolio.</li><li>• Ensure excellent relationships with Global Brand Directors and senior leadership, ensuring USA understanding, alignment and development of best practices. Lead the alignment of US Exec and key stakeholders behind the brand vision, brand strategy and key brand plan initiatives for the USA.</li><li>• Lead an integrated agency team to define and deliver thought leading communications plans with delivery against key comms, equity, and trial measures.</li><li>• Evaluate and manage solutions and changes to agreed plans in order to optimize return based on changes, issues and opportunities in the broader market.</li><li>• Ensure the brand(s) essence, positioning, and communication ideas remain at the heart of all growth driving activities whilst building the brand to new heights of performance growth, achieving stretch volume and/or value growth targets.</li></ul> |                                 |