



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Marketing Manager – Southern Europe & Ireland
Business Unit / Group Function	BBU
BU Team / Sub-Function	3P Marketing
Location	Richmond
Team Leader	Head of Marketing SE&I
Team Members	No
Job Level	4A
Role Purpose	
<p>Deliver against 5YP strategy and budget. Own P&L within area of responsibility together with Commercial counterpart. Develop and execute with support of local distributor and in line with global guidelines. Actively work with Commercial, Local, Regional and global Brand Teams to adapt global strategies to local needs and build insight driven Integrated Business Plans. Create initiatives where necessary and execute and evaluate to highest standard.</p>	
Accountabilities	
<ul style="list-style-type: none">- Develop Integrated Brand Plan(s) and activation plans in line with Global Brand bibles and toolkits, by working closely with the Head of Marketing, Regional teams, and Global Brand teams.- Provide local consumer and shopper insights and trends to identify new business opportunities.- Directly execute local activation where required through an omnichannel approach with global guidelines and in line with local legislation- Develop excellent relationships with key internal and external stakeholders in order to optimise delivery of activities and facilitate timely, relevant communication.- Deliver agreed Brand targets through sound financial planning, people resource management and alignment of systems and processes.- Agree, track and review annual plans, targets and activity KPI's with key stakeholders, ensuring effective M&E process in line with company guidelines and recommend course correction where necessary in monthly/quarterly review meetings/drive cycle/lock down meetings. Provide Best practise case studies to support cross market/region learning.- Support Commercial Teams with customised / segment specific plans identified through RTC process.- Adapt global toolkits and materials from Global Brand Teams and focus on developing appropriate brand messaging, and communication to support local plans and feed local requirements into Global Brand Teams.	



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- Manage and control A&P budget in line with allocation and M&E learnings with the goal to consistently improve return on investment and optimise long-and short term levers.
- If people management responsibility, champion CSR and D,E&I agenda and comply with talent development, L&D and Objective and mid/end of year review process.

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