



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Head of Marketing Northern and Southern Europe and Ireland
Internal Reference	BBUCOM-0013
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial
Location	Richmond
Team Leader Role	Marketing Director 3rd Party Markets
Role Level	3B
Team Members	Yes
Role Purpose	
<p>Work with Regional Managing Director, Marketing Director 3rd Party Markets and Global Brand Teams to deliver Northern and Southern Europe and Ireland portfolio strategies, building locally executable and relevant marketing assets with consistency from global guidelines. Support capability building of 3rd Party Distributor teams to best enable WG&S long-term brand growth.</p>	
Accountabilities	
<p>Work with the Regional Managing Directors, Marketing Director 3rd Party Markets and Global Brand Teams to deliver the portfolio strategy for the region(s), based on category value pools, consumer insight and our ability to win.</p> <p>Take ownership of brand P&Ls in conjunction with 3rd Party Distributors driving brand and campaign prioritisation, investment levels and mix of long term and short term levers in line with agreed ambitions within plans.</p> <p>Develop, understand and communicate the consumer insights of the region(s) and clearly articulate the job to be done.</p> <p>Ensure priorities / needs of the region (s) are understood and aligned with Marketing Director 3rd Party Markets and jointly influence, negotiate and demand appropriate solutions within each of the Global Brand Teams.</p> <p>Engage 3rd Party Distributors with the relevant global brand plans and translate these into local brand plans that are locally executable and relevant, consistent with global guidelines and comply with local legislation.</p> <p>Oversee the execution of each local brand plan in the region.</p> <p>Work with the Route to Consumer team to ensure that the region(s) have the necessary capabilities to enable the execution of locally relevant WG&S growth drivers and the brands achieve activation scale.</p> <p>Ensure the measurement and evaluation of key programs and initiatives within the region(s) to ensure their effectiveness and drive continuous improvement.</p> <p>Develop strong relationships with key partners within the region(s) working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration.</p> <p>Enable capability through systematic rollout of William Grant Way of Building Brands across both internal teams and external partners [Distributor and Agency] to embed a common language and understanding of building brands and adoption of tools.</p> <p>Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW).</p> <p>Lead, motivate and develop the local and cross-functional regional team in line with the company values to maximise team performance and engagement.</p>	



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