



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Senior Manager, Shopper Marketing, On Premise
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial Sales/ Commercial Planning
Location	Home-based or NYO
Team Leader	Director, Shopper Marketing
Team Members	No
Job Level	4A
Role Purpose	
To lead the development and delivery of US on-premise strategy and program development. To enhance our role as “Trusted Advisor” with distributor partners and key customers through insight-led programs that disrupt, build equity and drive conversion at the point of purchase.	
Accountabilities	
<ul style="list-style-type: none">• Lead the development of on-premise trade marketing plans that align to shopper/consumer mission, insight/occasion, customer activation priorities & opportunities and company/brand strategy.• Develop and maintain an on-premise program calendar by key brand and sub-channel maintaining an in-depth understanding and application of the most effective trade marketing levers within the desired channels• Lead program and tool analysis to understand level of execution and effectiveness. Leverage analysis learnings to optimize programming, tools and channel planning.• Ruthlessly prioritise channel / brand opportunities to ensure resource investment is placed in the most appropriate manner• Proactively monitor trends and opportunities across channels, customers and categories. Lead on the dissemination of information to improve internal knowledge of business environment in each direction (macro and micro)• Provide on-premise category guidance and support to HQ brand teams, region marketing, commercial planning and field sales teams• Develop cross-functional networks within region marketing, commercial planning, commercial teams and distributors to fully maximise opportunities• Maintain excellent internal cross-functional relationships to optimise delivery of activities and facilitate timely and effective execution• Offer thought leadership throughout the trade marketing process, from the development of compelling analytics-based commercial arguments to the development of disruptive programming and execution.• Champion commercial excellence and shopper marketing principles across the US & Global business through best practice sharing and illustration of the effectiveness of strong shopper and insight based executions	