



WILLIAM GRANT & SONS

## CUSTOMER MARKETING MANAGER-ON TRADE

<b>Job Title</b>	Customer Marketing Manager- On Trade
<b>Business Unit / Group Function</b>	WG&S UK
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Hook
<b>Team Leader</b>	Senior Omni Channel Execution Manager
<b>Team Members</b>	n/a
<b>Job Level</b>	4B
<b>Role Purpose</b>  To build increased consumer desirability for WG&S brands, optimising sustainable brand value and profitable brand performance through implementation of customer facing brand activation in the off trade.  With a primary focus on supporting the On Trade, the role will involve managing a variety of customer marketing activations from idea generation, the briefing of agencies, implementation and results measurement, all in line with 2024 budgets, brand plans and agreed timings.  To support the delivery of the UK off trade vision and strategy in alignment with the William Grant & Sons 5YP & UK Business Strategy	
<b>Accountabilities</b>  Develop and manage customer marketing plans that align to customer activation opportunities and company strategy. <ul style="list-style-type: none"><li>• Drive distribution and visibility of WG&amp;S brands through activation at point of purchase</li><li>• In-depth understanding and application of the most effective customer marketing levers (maximising conversion audience understanding) within the desired account base.</li><li>• Deliver customer activation through optimum activities within key customers that support both brand and commercial objectives, strategically prioritised by customer.</li><li>• Evaluate effectiveness of all customers marketing activity against pre-agreed objectives to drive greater efficiencies and best practice for the company.</li></ul>	



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- Ruthlessly prioritise customer / brand opportunities to ensure resource investment delivers the best ROI for the brands.
- Develop cross-functional networks within key external customers/agencies to fully maximise opportunities and ensure excellent execution for both WG&S and our customers
- Shape the development of brand plan activities through the provision of customer insight and strategy to bring to life tailored activation plans for our customers.
- Support the Senior Omnichannel Customer Execution Manager on initiatives which drive our customer marketing strategy across various brand and commercial projects

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