



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Channel Activation Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	BBU - Commercial
Location	Thailand
Team Leader Role	Portfolio Manager
Role Level	4B
Team Members	No
Role Purpose	
Own & drive the WG&S core and luxury portfolio execution in market by maximising display opportunities across the channels whilst ensuring compliance levels to marketing guidelines are met.	
Accountabilities	
• Understand local market, shopper, consumer, and customer insights to input into local channel planning and execution • Partner with in-market Brand Activation Manager and Portfolio Manager to ensure the rolling execution activity plan is in line with the approved local Brand plans • Partner with Commercial teams on promotion management and evaluation and to ensure negotiations of activations, promotions and displays with customers, where applicable, to increase sales-out and visibility of the WG&S brands, in line with brand guidelines • Execute in-market channel plans based on toolkits and brand guidelines provided by the Portfolio Manager and Regional Marketing team through optimizing A&P spend and deliver healthy ROI • Execute activity plan, ensuring excellent portfolio execution with local distribution partners across all channels including merchandising, consumer (brand) activations, in-store shopper activation, in-store communication, and customer specific events to drive brand performance in market with a goal to build long term brand equity • Coordinate major customers/channels activities and manage channel/customer solutions contributing to sales targets • Analyse and propose new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Portfolio Manager • Support Portfolio Manager with a monthly report detailing successes, learnings, challenges and next month's plan for each channel • Report on competitor activity and market intelligence, including promotions, prices, deals and evaluate their impact on our brands and plans, making recommendations to respond appropriately • Ensure learnings from M&Es are taken into consideration to help shape channel activities • Partner with Brand Activation Manager to contribute to integrated activity plans for sign off during Lockdown Meetings and Cycle Briefings to Commercial teams and to ensure detailed channel mechanics, A&P, and KPIs are based on insights with clear barriers to overcome • Collaborate with Sales Operations Manager to ensure continuous tracking against Minimum Execution Standards, distribution, and activations and course correct where necessary	