



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Associate Brand Manager
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	US Marketing
Location	New York, NY
Team Leader	Senior Brand Manager; Brand Director
Team Members	No
Job Level	4B
Role Purpose	
The Associate Brand Manager (ABM) assists with the execution of annual brand plans, including P&L, advertising and trade programming.	
Accountabilities	
<ul style="list-style-type: none">• Brand Plan: Recommend, develop and execute a winning marketing plan for each of their brands while working with the Brand Managers and Senior Brand Managers• Budget Management: Provide A&P phasing and planning to deliver the activations planned. Plan, code, track and report brand marketing budgets across the portfolio in collaboration with Finance team. Review, verify and ensure that brand budgets are spent correctly and in full.• Analysis & Performance Management: Develop monthly performance assessments for senior leadership. Recommend course corrections and indicated actions. Keep the brand strategy and implementation on track by identifying changes in consumer insights, channel dynamics and emerging trends.• Event Management: Coordinate and facilitate brand's representation at special events, including corporate events, media added-value events, brand or portfolio sponsorships.• Global Partnership: Align the Global Brand Teams to input with relevant assets and communication tools relevant for the market. Communicate the brand development and best practice with Global Brand Team and regional teams.• Commercial Engagement: Prepare and produce marketing, sales and distributor presentations for the brand. Collaboration with agency teams to develop disruptive point of sale materials to be used in retail and bar settings.• Agency Management: Collaborate with agencies in creative development, marketing execution, and strategic brand planning.	