



<b>Job Title</b>	<b>Global Head of META Luxury</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Global Marketing
<b>Location</b>	UK or Singapore
<b>Leader</b>	Global Director of Luxury
<b>People Leadership</b>	Yes
<b>Job Level</b>	3B
<b>Role Purpose</b>	
<p>Lead the WG&amp;S META Luxury agenda globally, ensuring collaboration with Global Brand Teams to inform the META luxury growth drivers and toolkits and to establish effective working relationships with ODC's and 3<sup>rd</sup> Party Markets to assist in the growth of the META portfolio. Responsibility for the development of the Global PR &amp; partnership agenda and Global luxury shopper development tools and deployment.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>• Establish and maintain an effective and close working relationships with identified META ODC and 3<sup>rd</sup> Party Markets to assist in the growth of the META portfolio and deployment of toolkits</li> <li>• Collaborate with the Global Brand Teams to inform the creation of the META brand growth drivers, campaigns and toolkits ensuring lead market insight and buy-in</li> <li>• Establish the Luxury Gifting plan for META in-line with brand strategy and lead market needs</li> <li>• Collaborate with the Luxury Channel Development Head to ensure integration of META RTC into Market RTC programs with appropriate levels of attention and high execution standards</li> <li>• Monitor the performance of the META portfolio</li> <li>• Develop global Luxury Comms, PR &amp; Partnership and new channel tools and deployment</li> <li>• Develop and maintain strong professional and productive relationships with our external Luxury partners. Including creative agencies (PR, Experiential, Media), luxury networks (e.g Walpole, Agility) and brand &amp; commercial collaborations</li> <li>• Create and deploy the Global Luxury Shopper tools and deployment (including QDVAAA, POSM catalogue, Selling Tools) that are suitable for the Luxury Route to Consumer framework</li> <li>• Accountable for creation and deployment of the Luxury Capability program</li> <li>• Support the Global Luxury Director in defining the long-term vision for our Luxury business to drive sustainable value growth in line with the Corporate Objectives, the BBU 5-year plan and the brand guidelines</li> <li>• Adopt and promote the “Dram by Dram” programme as the way that WG&amp;S does Marketing, supporting its development and its consistent application across the brand team as part of the WG&amp;S</li> <li>• Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration</li> <li>• Manage the agenda of the Global META team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources.</li> <li>• Build and lead a highly capable team with a practical and thorough approach to all the team activities, continuously develop the capabilities of the team and all team members</li> </ul>	



- 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)

Created by:	
Date:	
HRBP:	
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