



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Brand Manager</b>
<b>Business Unit / Group Function</b>	ODC- WG&S Korea
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Seoul, Korea
<b>Team Leader Role</b>	Marketing Manager
<b>Role Level</b>	4B
<b>Team Members</b>	Yes
<b>Role Purpose</b>  Support and deliver local implementation of the marketing strategy for allocated WGS core brands that leads to brand equity, consumer commitment and brand profitability.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Work with brand cycle planner, brand ambassador and agencies, develop, lead and deliver inspiring brand communication plans that support the brand growth agenda</li><li>• Ensure the brand image and story is faithfully represented and reflects brand standards in all public areas and activities promotional materials</li><li>• Engage sales teams to ensure buy in and execution of local plans against the agreed strategy and work with sales team to develop &amp; implement customer specific initiatives e.g. tailored packs, promotions, outlet advertising, P.O.S.</li><li>• Build and manage effective relationship with consumers selected from direct marketing and tasting programs</li><li>• Develop a brand communications measurement/evaluation process that can be used in Korea market</li><li>• Manage brand A&amp;P for more efficient and effective activity execution</li><li>• Conduct consumer research and market analysis to develop further brand strategy</li><li>• Work with Global Brand Team to deliver the sales &amp; marketing growth in Korea</li><li>• Proactively identify opportunities for improving brand presence and driving distribution</li><li>• Generate positive impact through direct consumer and customer communications</li></ul>	
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