



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Brand Manager
Business Unit / Group Function	ODC/Marketing
BU Team / Sub-Function	Marketing
Location	Sydney
Team Leader Role	Marketing Manager
Role Level	4B
Team Members	No
<p>Role Purpose: To support the development, communication and delivery of local implementation of the Global Marketing Strategy for our brand portfolio locally by owning and championing disruptive brand & channel programmes comprising of activation, amplification as well as budget, reporting, agency management & communication across key brand growth initiatives.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • Deliver agreed Brand targets through sound channel plans, Advertising & Promotion (A & P) budget management & financial planning, project management, alignment of systems and processes and effective direction of brand advocacy activity in-line with brand strategy. • Execute Brand Strategy, brand priorities and objectives, annual marketing plans and activities (consumer & channel activation). • Translate category insights into action and champion insight-driven channel programs to key internal stakeholders and cross-functional teams in line with operating rhythm. • Be continuously alert to changes, issues and opportunities in the market (share, pricing, category reporting, updates on competitive position), evaluate & recommend solutions and implement agreed changes to plans for optimised return. • Regularly communicate brand progress against plans and share best practice with wider marketing team both locally and the Global Brand teams via ongoing Measurement & Evaluation (M & E) • Strong agency management skills, strong briefing skills and working with multiple agencies on large global & local campaigns • Maintain excellent relationships with key internal and external stakeholders to optimise delivery of activities and facilitate timely, relevant communication. • Strong cross-functional communication and collaboration skills required to deliver against objectives. • Effective management of Advertising & Promotional (A & P) budget & regular communication and alignment with Marketing Manager & finance teams. • Lead and own New Product Development / Gifting / Value Added Packaging solutions for the brand. • Strengthen relationships with Global Brand Teams to deliver locally aligned brand executions. • Alignment of Brand Ambassador activities with local/global brand strategies. 	



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