



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
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.	
Accountabilities <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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