



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Brand Manager - ODC India
Internal Reference	ODC-0234
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	Gurgaon
Team Leader Role	Head of Marketing
Role Level	4B
Team Members	Yes
Role Purpose To develop and deliver local implementation of the positioning for standard or premium brands along with driving sustainable brand growth, brand awareness, equity, consumer engagement and brand profitability through ATL, sampling and engaging consumer and channel programmes	
Accountabilities Deliver Brand targets through sound financial planning, project resource management, alignment of systems and processes and effective direction of brand advocacy activity in order to ensure effective utilization of A&P. Create and deliver brand ideas through a 360 approach through the line ATL, on ground properties, build trials, PR and Influencer Programs to deliver brand awareness Research and consumer led approach to deliver clear priorities and objectives. Lead effective development and implementation of Brand Strategy, Brand extension, priorities, annual marketing plans to build brand positioning and gain market share. Design and execute strong off trade and on trade tool kits along with innovative strategies to result in Omni channel campaigns in collaboration with Sales teams/GBTs to deliver locally aligned brand executions Lead and own Banquet/large consumption occasions/Gifting / VAP solutions to deliver consideration. Be a Champion of Route to Consumer and Category understanding to deliver M&E/insights. Drive and evaluate growth drivers to influence clear learnings/actions that result in strong programs/communication Align the trade advocates activities with local/global brand strategies to deliver brand love and awareness Portfolio led initiatives on Malts Maintain excellent relationships with key internal and external stakeholders in order to optimise delivery of activities and facilitate timely, relevant communication.	
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