



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Lead Brand Manager
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	New York, NY Office
Team Leader	Marketing Vice President / Marketing Director
Team Members	No
Job Level	4A
Role Purpose Deliver on our 5YP growth ambition by building strategy and plans that maximize long term brand value, brand equity and customer engagement. Align global stakeholders and set direction to manage equity and financial delivery of USA business. Work with cross-functional internal & agency teams to execute best in class annual brand plans, 4P programs and campaigns. Partner with regional and commercial teams to deliver local and commercial plans that align to national plans in relevant channels and customers.	
Accountabilities • Partner and align Global Marketing Team (GBT) plans and strategies to meet USA market needs. • Lead annual USA planning cycle and identify opportunities to drive future growth and deliver equity and financial targets for allocated brand(s), with clear prioritisation from an investment, time, monetary and channel POV. • Conduct ongoing business analysis (performance tracking, brand health, pricing and P&L delivery) against target goals and provide insights and recommendations to guide business • Lead development and delivery of insight based executable plans with clear range/channel strategies and programming so that the commercial teams can deliver in line with our RTC strategy. Close liaison and working with Divisional and Commercial team. • Manage an integrated agency and internal cross functional team to define and deliver thought leading communications plans with delivery against key comms, equity, and trial measures – in line with investment strategies set by the Special Function Teams. • Develop and strengthen relationships with Global Brand Teams, ensuring alignment and sharing of best practises. • Lead USNPD commercialization process in partnership with GBT - including leading project teams for outstanding launch/in market execution. • Maintain excellent relationships with key internal and external stakeholders in order to optimise delivery of activities and facilitate timely, relevant communication. • Ensure a strong market understanding across all channels of trade to be able to influence, provide direction and create ideas in these different environments. • Evaluate and recommend solutions and implement changes to agreed plans in order to optimise return based on changes, issues and opportunities in the broader market.	