



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Global Gifting Manager</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing
<b>Location</b>	Richmond
<b>Team Leader Role</b>	Global Head of Innovation and Design
<b>Team Members</b>	No
<b>Role Level</b>	4A
<b>Role Purpose</b> Responsible for developing leading luxury gifting propositions that deliver against financial and brand equity targets as part of our 5-year plan. Collaborating with internal teams to ensure gifting concepts are delivered to the highest standards. Responsible for developing the supporting campaign assets in co-operation with other specialist marketing teams along with delivering post evaluation campaign analysis for continuous improvement.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Develop marketing leading luxury gifting propositions that delivers against financial and equity targets as a part of our 5-year plan.</li><li>• Use consumer insight, and regularly review gifting industry trends, to identify new ideas that enhance our gifting proposition, ensuring it remains competitive, distinctive, and relevant.</li><li>• Partner with the Marketing Excellence team in the development, implementation, and performance measurement of the different gifting propositions. Ensure each solution is best suited for regional and market nuances and meets the highest brand standards.</li><li>• Work alongside other specialist teams to deliver the broader gifting campaign, including Merchandising, PR and Communication to drive awareness, desirability, and sales for gifting propositions.</li><li>• Adopt and promote the William Grant Way (WGW) of Building Brands ensuring its consistent application across all gifting campaigns and executions.</li><li>• Work with our Insight and Marketing Excellence teams to deliver post campaign evaluations to inform future activity and regularly present results back to key stakeholders.</li><li>• Brief and facilitate all internal sign off processes for new creative asset approval.</li><li>• Coordinate the gifting development budget and allocate resources effectively to achieve brand objectives.</li><li>• Ensure all materials are consistent with business long term plan, concepts are delivered on time, within budget, and are legally compliant.</li><li>• Ensure sustainability is reviewed regularly in line with our commitments.</li><li>• Adhere to relevant WGW reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the WGW.</li></ul>	