



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global Activation Co-ordinator – Marketing
Internal Reference	
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing – Glenfiddich
Location	Richmond
Team Leader Role	Global Head of Communications
Role Level	4B
Team Members	No
Role Purpose The Activation Co-Ordinator will co-ordinate all logistics and activity linked to the execution of high-profile global partnerships. It will act as the central point of contact between Maison and the external partner, ensuring seamless delivery of sponsorship rights, assets, activations across markets.	
Accountabilities <ul style="list-style-type: none">• Partnership liaison: maintain regular communication with the external partnership team to ensure alignment and timely updates.• Event logistics management: oversee ticket allocation, co-ordinate travel and hospitality plans with local markets for partnership related events.• Creative asset approval and co-ordination: review and approve local market materials and content featuring Partner IP, overseeing any adaptations and final approvals with the rights holder.• Merchandise development: lead creation of co-branded merchandise in collaboration with the brand, partner and marketing excellence teams.• Digital: ensure co-ordination on communications across all owned digital channels for brand and partner including scheduling and influencer co-ordination.• Partnership delivery: support execution of rights and assets across all relevant channels and touchpoints, ensuring rights allocation in line with agreement. Providing best practise to markets on execution.• Market Execution: provide guidance and support to markets on local plans, retail activations, compliance for Legal & Rights to set best practise and ensure consistency.	