



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Associate Global Brand Director of Shopper Marketing</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	BBU Commercial
<b>Location</b>	Richmond
<b>Team Leader</b>	Global Customer Marketing Director
<b>Team Members</b>	Yes
<b>Job Level</b>	3A
<b>Role Purpose</b>  Lead the Global Shopper Marketing team to develop shopper marketing insights, leveraging these to identify shopper missions/occasions, barriers and relevant channel activation opportunities and create appropriate shopper conversion activations that are clearly & effectively presented in toolkits that markets leverage to execute at scale. Lead the development of shopper marketing capability globally so that this becomes a strength for WG&S.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Lead the shopper marketing agenda for the near term and longer term with a clear vision on how shopper marketing will develop in WG&amp;S to deliver the 5YP ambition.</li><li>• Identify the shopper barrier / mission / occasion and relevant channel activation opportunities in collaboration with the Category &amp; Channel teams and Category &amp; Shopper Insights and other relevant parties, including in-market teams</li><li>• Lead the development of the global brand portfolio activation calendar, ensuring the focus on fewer activations that can be executed at scale in all channels.</li><li>• Lead the creation of shopper marketing programs aligned with omnichannel brand campaigns that address the shopper barriers &amp; bring to life the target consumption occasions at relevant touchpoints in outlet.</li><li>• Lead the creation of activation materials – POS &amp; ROS mechanics - based on identified brand challenges and opportunities, in close collaboration with brand teams and creative/shopper agencies, optimized through learnings from post evaluations.</li><li>• Develop shopper conversion activations &amp; toolkits for the WG&amp;S portfolio (cross-brand) occasions, driven by identified category growth opportunities (from the Category Development team) &amp; providing clear direction on activation standards for markets to follow.</li><li>• You will hold markets to account for the scale and quality of their activations through setting clear targets at the start of the year and ensuring these are met, followed by robust M&amp;E.</li></ul>	



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- Share tools, process and best practice in Shopper Marketing working with Commercial Planning & Category Development through the Global Customer Marketing Community & Forums.
- Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration.
- Effectively manage the relationships & contracts with key shopper marketing agencies, ensuring they deliver to WG&S standards and also provide thought leadership for future shopper marketing development.
- Manage the agenda of the Shopper Marketing team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources
- Build and lead a highly capable team with a practical and thorough approach to all the team activities, continuously develop the capabilities of the team and all team members, and build well thought-out and realistic succession plans.
- Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW).

<b>Created by:</b>	Phillip Gladman
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