



WILLIAM GRANT & SONS

## ROLE PROFILE

|   |                            |
|---|----------------------------|
| <b>Job Title</b>  | <b>GTR Brand Manager</b>   |
| <b>Business Unit / Group Function</b>   | Global Travel Retail (GTR) |
| <b>BU Team / Sub-Function</b>   | BBU                        |
| <b>Location</b>   | Richmond                   |
| <b>Team Leader</b>  | GTR Head of Marketing      |
| <b>Team Members</b>   | N/A                        |
| <b>Job Level</b>  | 4A                         |
| <b>Role Purpose</b><br>Deliver and clearly focus on our ambitious 5YP for Hendrick's and Monkey Shoulder. Set and activate brand strategy that leads to improved ROI across relevant financial & brand equity measures for these brands. Lead interpretation of Global brand vision for full global GTR relevance, outlining clear Channel/Customer priorities and executing this to the highest standards, to build customer & consumer commitment for best long-term ROI.   |                            |
| <b>Accountabilities</b> <ul style="list-style-type: none"><li>• Develop Hendrick's and Monkey Shoulder brand and activation plans for GTR, in line with the Global Brand Plan agenda, by working closely with the Head of Marketing, Regional teams, and Global brand teams.</li><li>• Responsibility for experientially led campaigns.</li><li>• Brief GBT's for NPD / Gifting / VAP solutions opening Brands to new occasions for current/new passengers</li><li>• Strengthen the relationships with GBTs through leadership of Quarterly Business Reviews, day-to-day ways of working, sharing GTR best practices.</li><li>• Maintain excellent relationships with key internal and external stakeholders (including Customer Marketing and commercial teams) in order to optimise delivery of activities and facilitate timely, relevant communication.</li><li>• Deliver agreed Brand targets across the portfolio through sound financial planning, people resource management and alignment of systems and processes e.g. matching &amp; helping to deliver GTR MES targets.</li><li>• Agree, monitor and review annual plans, targets and budget with key stakeholders ensuring effective financial planning and brand planning.</li><li>• Support Commercial Teams with customised Plans that match our &amp; Retailer strategies.</li><li>• Be continuously alert to changes, issues and opportunities in the broader market, evaluate and recommend solutions and implement changes to agreed plans in order to optimise return.</li><li>• Adapt &amp; implement global toolkits and materials from Global Marketing teams and focus on developing appropriate brand messaging, communication/storytelling to support GTR brand and activation plans.</li><li>• Develop PR/communication plan for premium + (Events, PR) and work closely with Customer marketing to execute, providing support as appropriate.</li><li>• Manage and control A&amp;P budget in line with allocation.</li><li>• Measure and evaluate effectiveness of A&amp;P spend with the goal to consistently improve return on investment.</li><li>• Prepare all education materials and programs.</li></ul> |                            |
| <b>Created by:</b>  | Gwilym Cooke               |



## WILLIAM GRANT & SONS

|                               |             |
|-------------------------------|-------------|
| <b>Creation Date:</b>         | Sept 24     |
| <b>HRBP:</b>                  | Jack Arnold |
| <b>Date of last revision:</b> | March 2025  |