

## ROLE PROFILE

<b>Role Title</b>	<b>Whisky Specialist</b>
<b>Internal Reference</b>	ODC-0188
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	ODC / China
<b>Location</b>	China
<b>Team Leader Role</b>	Brand Advocacy Manager
<b>Role Level</b>	4B
<b>Team Members</b>	No
<b>Role Purpose</b>  The role of Whisky Specialist is responsible for the mentoring, PR effective generation and social media of the Balvenie, and some of Glenfiddich core range mentoring in China. Priority focus will be on: <ul style="list-style-type: none"> <li>• The mentoring program of The Balvenie in China market</li> <li>• PR effect generation &amp; social media for The Balvenie</li> <li>• To hold some of Glenfiddich Core Range Mentoring for on trade/consumers</li> <li>• Working closely with sales to ensure outstanding mentoring for Balvenie &amp; Glenfiddich Core range</li> </ul>	
<b>Accountabilities</b>  Communication <ul style="list-style-type: none"> <li>• Great communication skills to internal &amp; external to deliver a professional and clear brand image</li> <li>• Planning</li> <li>• Very well Whisky Specialist's Schedule management</li> <li>• Brand Mentoring planning on request</li> <li>• Mentoring</li> <li>• To hold Balvenie Mentoring and some of Glenfiddich Core range mentoring successfully</li> <li>• To build great relationship with valued target consumer、media and on trade influencer</li> <li>• Best practice sharing</li> <li>• Sharing Success Stories with internal team</li> <li>• Monthly Report</li> <li>• Claim payment</li> <li>• Influencer's Capabilities</li> <li>• To be the face of the Balvenie brand</li> <li>• The go-to person who makes a difference to a customer's business with every mentoring</li> <li>• A valued business consultant to the consumer / trade / media</li> <li>• People Performance – Can work well across different cultures</li> </ul>	
<b>Created by:</b>	Head of Marketing
<b>Creation Date:</b>	26/04/2022
<b>HRBP:</b>	Head of HR
<b>Date of last revision:</b>	19/04/2024