



WILLIAM GRANT & SONS

## ROLE PROFILE

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| <b>Job Title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Brand Ambassador (Luxury)            |
| <b>Business Unit / Group Function</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ODC BU                               |
| <b>BU Team / Sub-Function</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | US Marketing                         |
| <b>Location</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Home-Based                           |
| <b>Team Leader</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Brand Manager / Senior Brand Manager |
| <b>Team Members</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | N/A                                  |
| <b>Job Level</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 4B                                   |
| <b>Role Purpose</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                      |
| <p>To fully embody the brand and its values, forging connections to our target audiences with authenticity, passion, credibility and influence. Our Brand Ambassador will identify and build relationships with those who have influence in each audience: consumer, trade, and media. Internally, our Brand Ambassador will be an important champion of luxury culture within William Grant &amp; Sons leading by example, demonstrating what it means to be a luxury company/brand. Our Brand Ambassador is a dynamic, dedicated and entrepreneurial individual able to manage an intense travel schedule and execute a wide variety of activities on behalf of the brand.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                      |
| <b>Accountabilities</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                      |
| <ul style="list-style-type: none"><li>• (Consumer) Attend, network and forge relationships with the high net worth consumer set in your market(s) at luxury consumer events</li><li>• (Consumer) Create and/or deliver engaging and memorable brand experiences to consumers directly at events (live or virtual) providing education on brand, category and lifestyle around brand in line with luxury positioning</li><li>• (Trade) Establish yourself as a credible expert on the category in order to build relationships with key bartenders and other On/Off Trade opinion formers, to inspire advocacy and to educate on both style and substance of the brand</li><li>• (Trade) Support and establish relationships with the commercial team and luxury specialists to identify and 'look after' key accounts with a focus on sales and distribution of higher end expressions with agreed KPIs in place</li><li>• (Media) Be the face of the brand for PR opportunities in market across trade, consumer and luxury press</li><li>• (Media) Forge and nurture relationships with journalists, particularly in the luxury arena. Deliver tastings, interviews and host media on distillery trips where appropriate.</li><li>• (Media) Establish and nurture a credible social media presence in line with brand's luxury positioning</li><li>• (Internal) Collect market and competitive set intelligence and share with brand and luxury teams in regular updates.</li><li>• (Internal) Contribute to brand planning sessions bringing brand, market, and category expertise as well as creative ideas</li><li>• (Internal) Be the face of the brand and source of Brand knowledge to our internal teams (and agencies) embodying the brand and demonstrating the luxury positioning of the brand at all times</li></ul> |                                      |