

ROLE PROFILE

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| Job Title | Finance Analyst – Global Marketing |
| Business Unit / Group Function | BBU Finance |
| BU Team / Sub-Function | Global Marketing |
| Location | Richmond  |
| Team Leader | Head of Finance – Global Marketing  |
| Job Level | 4B |
| **Role Purpose**To support the financial management, reporting, planning and analysis of Global Marketing performance. To embed the William Grants Way into the Region and consolidated ways of working.To ensure data integrity in core systems and all team outputs and that accurate and timely information is available when required to support business decisions. To meet reporting and planning deadlines and manage processes as detailed within the Finance Calendar. |
| **Accountabilities*** Responsible for the monthly management accounting for Global Marketing – covering GMI, Overheads, Visitors Centres, and others, accruals, provisions and releases as required. Liaise with brand teams as required, to ensure accuracy and timeliness of information flows.
* Serve as the initial finance point of contact for the Global Marketing team and assist with any queries relating to the management of global brand budgets.
* Provide timely and accurate monthly reporting of all Marketing spend and overheads.
* Lead financial planning cycles for all areas of Marketing spend and revenue (five year plans, annual budgets and midyear “Latest Estimate”) and track risks and opportunities throughout the year.
* Key finance support for brand visitor centres, liaising with onsite teams and providing insightful monthly reporting of financial and non-financial KPIs, owning long and short term planning process and providing financial support for key projects and for Quarterly Business Reviews.
* Support Global Marketing team with all capital expenditure projects including financial evaluation, approvals, cost tracking and reporting.
* Ensure thorough balance sheet management for the Global Marketing Team.
* Responsible for managing the financial aspects of the POS (point of sale) process.
* Provide training on financial processes including IFS purchasing, reporting and planning to all new starters.
* Provide finance business partner support on projects as agreed with the Head of Finance to support delivery of the Global Marketing strategy, drive efficiency and effectiveness of all marketing spend and ensure decisions are made which make strong commercial sense for the business in the long term.
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| Created by: | Rachel Allen  |
| Creation Date: | June 2024 |

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| HRBP: |  |
| Date of last revision: |  |