



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Marketing Manager (Global Shopper)
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Travel Retail
Location	Richmond
Team Leader	Head of Customer Marketing
Team Members	N/A
Job Level	4A
Role Purpose	
To be the expert voice of the shopper for specified portfolio of WG&S brands, building capability and leveraging this to deliver omni-channel shopper marketing campaigns & activation materials that drive conversion of our brands.	
Accountabilities	
<ul style="list-style-type: none">• Be the expert voice of the shopper: Identify the shopper mission / occasion and relevant channel activation opportunities for specified portfolio of WG&S brands, across paid / owned / earned touchpoints in collaboration with the functions Insights Manager, Brand teams and Commercial Planning & Activation lead and other relevant parties, including in-region teams.• Partner with the brand managers and the digital lead to ensure the shopper activity is fully integrated in the context of the overall brand campaigns.• Lead the channels shopper marketing campaigns that fully support our brand programs in collaboration with brand team.• Lead the creation of shopper activation materials, for specified WG&S brands, in collaboration with brand teams based on identified brand growth drivers (as identified by various sources: Global Brand, Markets, Category Development, Insights & Analytics teams) in close collaboration with our creative/shopper agencies and incorporating learnings from post-measurement evaluations.• Create portfolio shopper solutions for both Brand and Category that deliver against the growth drivers identified by our insights team for priority missions (e.g. Gifting, Festive, etc.) ensuring flexibility for both developed, developing markets and dark markets.• Responsible for managing members of shopper agency responsible for specified portfolio of WG&S brands, for ensuring agency are fully briefed on all relevant brand activity and drive relevant shopper marketing campaigns that target identified shoppers.• Lead the creation of the Standards of Excellence (QDVAAA) for specified WG&S Brands, in collaboration with the brand teams and the global category development team for refining into Minimum Execution Standards and global deployment.• Be the bridge between Commercial and brand, ensuring our brand campaigns have presence in-store, through fully aligned promotional strategies and specific retailer activation.• Find and leverage shopper/consumer insights to create engaging in-store activations that drive stand-out, trial and/or rate of sale while building our brands.	



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