



Job Title	Global Brand Manager, Hendrick's Gin
Business Unit	BBU
Function/Region	Global Marketing
Location	Dublin
Leader	Global Shopper & Innovation Marketing Manager
People Leadership	No
Job Level	4A

Role Purpose

Work with key stakeholders across global marketing functions, regional and local marketing teams to develop and deliver well-executed global marketing programmes with supporting distinctive brand assets, toolkits and guidelines that drive consumer commitment and long-term equity growth. Assist in the development and implementation of the global brand plans with the brand leader and local marketing teams.

Accountabilities

- Engage key stakeholders across global marketing functions, regional and local marketing teams to ensure early inputs, alignment, and engagement in development of effective global brand plans and global marketing programmes
- Work on specific tasks, incorporating feedback from local market teams where available, to drive the development of distinctive global brand assets, toolkits, guidelines that enable the markets to execute brilliantly
- Support the development and management of the brand pricing guidelines, A&P planning and allocation
- Develop and deliver brand growth drivers, in line with Global Brand Plan and in collaboration with Global Shopper Marketing and Global Insights & Analytics teams, to support consumer commitment, long-term equity growth and medium-term P&L performance
- Develop shopper toolkits and activation materials, in collaboration with Global Shopper Marketing team and creative/shopper agencies, in line with brand growth drivers and learnings from post measurement evaluations and work with local markets to adapt and deploy
- Monitor and evaluate competitive activity, in collaboration with Global Insights & Analytics teams, making key recommendations that keep the brand on its planned value growth trajectory
- Support local marketing teams in translating global brand plans into compelling, differentiated local brand plans that are executable and relevant to the local market and consistent with global guidelines
- Work directly with assigned Owned Distribution Company markets and third-party marketing leads to ensure the brilliant planning and execution of appropriate marketing plans through collaboration and local insight, and deliver assets in alignment with local needs
- Support development of META brand growth drivers, campaigns and toolkits and support launch of luxury initiatives in markets in collaboration with the Global Luxury Team
- Review performance with local marketing teams on marketing programmes (incl. trade execution), delivery against targets and recommend appropriate course correction to ensure programmes meet their objectives
- Work on specific tasks related to media planning, media assets and brief development with creative agencies, data suppliers, events management, and other relevant parties to develop effective materials
- Adopt and promote the "Dram by Dram" programme as the way that WG&S does Marketing, continuously applying it across relevant teams as part of the William Grant Way (WGW).



Values

<p>BE PROUD We are proud of our brands, our heritage, and our commitment to superior quality in our products</p>	<p>BE RESPONSIBLE We expect every individual and their teams to be accountable and to perform to their full potential</p>	<p>BE SUSTAINABLE We wish to make a positive contribution to our communities and to our environment</p>	<p>BE PROFESSIONAL We value integrity, transparency, professionalism and constructive debate within a team working culture</p>	<p>BE ENTREPRENEURIAL We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p>	<p>THINK LONG TERM We are proud of our brands, our heritage, and our commitment to superior quality in our products</p>

Core Competencies

<p>Deciding & Initiating Action</p> <ul style="list-style-type: none"> Makes prompt, clear decisions which may involve tough choices or considered risks Takes responsibility for actions, projects and people Takes initiative and acts with confidence Initiates and generates activity Uses humour appropriately to enhance relationships with others 	<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> Speaks clearly and fluently Expresses opinions, information and key points of an argument clearly Makes presentations and undertakes public speaking with skill and confidence Responds quickly to the needs of an audience and to their reactions and feedback Projects credibility
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> Makes a strong personal impression on others Gains clear agreement and commitment from others by persuading, convincing and negotiating Promotes ideas on behalf of self or others Makes effective use of political processes to influence and persuade others 	<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> Focuses on customer needs and satisfaction Sets high standards for quality and quantity Monitors and maintains quality and productivity Works in a systematic, methodical and orderly way Consistently achieves project goals.
<p>Learning and Researching</p> <ul style="list-style-type: none"> Rapidly learns new tasks and commits information to memory quickly Demonstrates a rapid understanding of newly presented information Gathers comprehensive information to support decision making Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback) Manages knowledge (collects, classifies and disseminates knowledge of use to the organisation) 	<p>Achieving Personal Work Goals and Objectives</p> <ul style="list-style-type: none"> Accepts and tackles demanding goals with enthusiasm Works hard and puts in longer hours when it is necessary Seeks progression to roles of increased responsibility and influence Identifies own development needs and makes use of developmental or training opportunities