



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Non-Alc Lead
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing Team
Location	Dublin
Team Leader	Global Brand Director – NTW & Non-Alc
Team Members	
Job Level	3B
Role Purpose Deliver on the growth ambition for the company through the development of truly disruptive Non-Alc propositions that redefine the non-alc category. Manage the creation of concepts from insight to idea to consumer validation through to successful execution in market.	
Accountabilities <ul style="list-style-type: none">• Work closely with Global Brand Director to develop our long-term strategy and short-, medium- and long-term pipeline for non-alc innovation.• Working with the Head of Proposition Development develop concepts relevant to identified white space opportunities, test & learn to fine tune all aspects of new proposition.• Work closely with the External Partnerships team & OBU colleagues on the creation of new liquids.• Lead the development of distinctive brand positioning, stand out packaging and distinctive visual identities for each concept.• Create compelling communications platforms using consumer data and analytics to ensure we're delivering the right message to the right consumers at the right time.• Deliver playbooks with marketing tactics and all supporting tools & assets to execute impactful launch plans driving brand and commercial targets.• Lead the executional delivery of the pipeline in collaboration with the OBU and external partners.• Partner with planner to drive business insights ensuring a clear understanding of existing and future market dynamics across the team.• Support the marketing of the Stay Measured campaign with the internal taskforce.• Be the internal champion for Non-Alc innovation stoking excitement and inspiring belief in the new concepts across the business.• Oversee budget management to maximise ROI across all Non-Alc projects.• Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW).	
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