



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Assistant Brand Manager, Malts - SEA</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Marketing – SEA
<b>Location</b>	Singapore
<b>Team Leader</b>	Marketing Manager, Malts - SEA
<b>Team Members</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>	
To provide support for the Marketing Manager, Malts - SEA to create relevant brand plans for markets according to global guidelines to grow the Malts portfolio.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Liaise with regional agencies to support brand campaigns where relevant and support local agencies where necessary.</li><li>• Support media efforts, being the bridge between Media/Social agencies and Brand Activation managers, for the 4 key brands across markets. Improve ways of working, lead operational rhythm, and budget overview.</li><li>• Partner with agencies and in-market teams to measure and evaluate key marketing programmes to ensure their effectiveness and drive continuous improvement.</li><li>• Support in-market Brand Activation Managers on brand guidelines, assets, and agency briefings where required.</li><li>• Understand and support portfolio plans and brand targets for SEA campaigns with the deployment of effective tools to achieve key deliverables.</li><li>• Identify gaps and opportunities to continuously improve brand assets, toolkits, and brand guidelines to support effective and efficient local execution.</li><li>• Work with in-market Brand Activation Managers to manage all local aspects of advertising to develop omnichannel experiences based on insights and consumer understanding</li><li>• Monitor and report on the execution of each brand plan in SEA, including budgets and KPIs, supporting the Marketing Managers to evaluate the effectiveness of marketing plans and make recommendations.</li><li>• Support the Marketing Manager, Malts - SEA and in-market Brand Activation Managers on experientially led campaigns, NPD / Gifting / VAP solutions.</li><li>• Manage and track budget for key brand activities and campaigns at SEA level, ensuring finance and procurement processes compliance.</li></ul>	



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