



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Marketing Manager – Central Europe & Balkans
<b>Internal Reference</b>	BBUCOM-0029
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Warsaw, Poland
<b>Team Leader</b>	Head of Marketing – Eastern Europe
<b>Team Members</b>	Yes
<b>Job Level</b>	4A
<b>Role Purpose</b>  Own brand P&Ls in local market(s) together with Regional Managing Director, Head of Marketing/ Director and Global Brand Teams and work together to deliver the region portfolio plans, obtain A&P allocation, build locally executable and relevant marketing assets in line with global guidelines to maximise long-term sustainable value growth. Support capability building of region Distributor teams to best enable WG&S long-term brand growth.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Develop, understand, and communicate the local consumer insights, collaborating with global and local insights &amp; analytics staff where possible, to support building of appropriate local marketing plans</li><li>• Work with the Regional Directors/ Country Managers, Head of Marketing/Director and Global Brand Teams to deliver the portfolio plans for the region, based on category value pools, consumer insight and our ability to win</li><li>• Engage with Global Brand Teams on the relevant global brand plans and translate these into local brand plans for key BMCs that are locally executable and relevant, consistent with global guidelines and comply with local legislation</li><li>• Own brand P&amp;Ls in conjunction with Regional Team, driving brand and campaign prioritisation, investment levels and mix of long term and short term levers in line with agreed ambitions within local brand plans</li><li>• Ensure local priorities / needs are understood and aligned with Head of Marketing/ Director and work closely with respective Global Brand Teams to develop appropriate brand assets, shopper toolkits and brand guidelines (incl. pricing guidelines) to support effective and efficient local execution</li><li>• Work with respective Global Brand Teams to manage all local aspects of advertising and other marketing investments to develop omnichannel experiences based on insights and consumer understanding</li></ul>	



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- **Work with the Regional Directors/ Country Managers to obtain A&P allocation from the BBU to deliver the local brand plan**
- **Oversee the execution of brand plans in region, supporting the 3rd party distributor(s) on execution, spend allocation and tracking effectiveness of plans**
- **Ensure the measurement and evaluation of key local marketing programmes to ensure their effectiveness and drive continuous improvement**
- **Build capabilities in collaboration with relevant global teams at the local 3rd party distributor(s) and regional teams to ensure effective delivery of local marketing agenda and locally relevant WG&S growth drivers**
- **Develop and maintain strong professional and productive relationships with third-party distribution partners**

<b>Created by:</b>	Matthew Hawes
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<b>HRBP:</b>	Nick Townsend
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