WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	**Brand Activation Manager**
Business Unit / Group Function	BBU
BU Team / Sub-Function	BBU - Commercial
Location	Singapore
Team Leader Role	Portfolio Manager
Role Level	4B
Team Members	No

Role Purpose

Lead insight-led, through-the-line omnichannel strategy and execution for the WG&S portfolio, connecting ATL brand-building with BTL activation to maximise brand visibility in line with market priorities utilizing market and consumer insights. Own & drive the portfolio awareness through building locally executable and relevant marketing assets in line with global guidelines to maximise long-term sustainable value growth and build long term brand equity and channel conversion.

Accountabilities

- Translate local market, consumer and shopper insights, competitor activity and brand lifecycle priorities into actionable recommendations for brand and channel plans, identifying opportunities to grow brand equity, visibility and depletions.
- Partner with the Portfolio Manager, Regional Marketing team and Business Account Managers for On and Off Premise to develop integrated omnichannel activity plans that connect above-the-line (ATL) brand-building with below-the-line (BTL) activation, with clear objectives, consumer and shopper insights, channel mechanics, A&P allocations, KPIs and campaign optimizations built on past learnings.
- Maintain a rolling execution calendar aligned with approved local brand plans, coordinating ATL and BTL activity across channels for a consistent consumer journey; prepare integrated plans for sign-off at Lockdown Meetings and communicate execution priorities through Cycle Briefings to the Commercial team.
- Lead local execution of approved ATL campaigns and communications, working with agency partners to adapt brand toolkits and recommend relevant marketing platforms that maximise consumer reach, awareness and engagement while maintaining brand consistency.
- Deliver BTL channel and customer activation plans with Commercial teams and agency partners, including consumer and shopper activations, merchandising, in-store communications, displays, promotions and customer-specific events, to drive trial, conversion and depletions while building long-term brand equity.
- Partner with Commercial teams on customer negotiations, where applicable, and the planning and evaluation of promotions, activations and displays, ensuring channel and customer solutions support sales targets and brand guidelines.
- Manage local agency partners and coordinate internal stakeholders to deliver campaigns and activations on time, within budget and in line with brand guidelines; adapt assets and channel solutions to local market and customer needs.
- Manage and control the A&P budget within allocations approved by the Portfolio Manager, Regional Marketing Team and Country Manager, tracking spend and commitments across ATL and BTL activities and recommending investment adjustments to the Portfolio Manager against agreed priorities and KPIs.
- Collaborate with Sales Operations Manager to ensure continuous tracking against Minimum Execution Standards, distribution, and activations and course correct where necessary.

- Set and track activity KPIs with relevant stakeholders, evaluate campaign and activation effectiveness against objectives and investment, and translate results, competitor promotions, pricing and market intelligence into recommendations that improve future plans and resource allocation.