



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Global Head of Partnerships</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing
<b>Location</b>	Richmond
<b>Team Leader</b>	Global Director -Luxury, PR, Partnerships and Brand Homes
<b>Team Members</b>	Yes
<b>Job Level</b>	3A
<b>Role Purpose</b>	
<p>A highly experienced senior global marketer, partnership &amp; sponsorship industry expert that has created, deployed global acquisitions for global brands with a proven track record in the US and Asia markets. This role will foster and manage highly strategic partnerships between WG&amp;S and external parties identifying potential 3<sup>rd</sup> party global / regional partners and sponsorship acquisitions for the Maison brands. Including, initiate contact, pitch and negotiate agreements and performance metrics. Proven delivery of new partner business models that have stepped changed business performance. Managing and grow partnerships through strategic planning that ensure brilliant execution of plans. Monitor and evaluate performance for further improvement. Build capability with Maison Brand and Local market teams to implement plans. A track record of driving alignment at Executive and Board levels. Stays updated and informed on trends, developments and best practice in the partnership and sponsorship field.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Work with the 4 Maison Managing Directors and identify 3<sup>rd</sup> party partners, sponsorships and acquisitions across brands, services, platforms and talent in line with brand strategies. A clear understanding of the Global brand objectives and how this can be enhanced by partnerships.</li><li>• Lead the development of the relationship with the global / regional partner, including initiating and maintaining contact, pitch the WG&amp;S partnership opportunity and negotiate the terms and conditions of the agreement.</li><li>• Manage and grow the global / regional partnerships by ensuring that the acquisition is implemented through close collaboration of the Maison brand teams and the Local market teams with priority in the US and China. Support the coordination of various internal and external stakeholders.</li><li>• Implementation of robust processes and systems that ensure WG&amp;S sources assets and partnerships in an optimal, efficient way, protecting IP and generating a defined ROI. Monitor and evaluate the partnership performance, support the setting of KPIs, provide feedback to the Brand team and identify areas of improvement or expansion.</li><li>• Consult on scale local market partnerships to ensure adherence to global guidelines.</li><li>• Guardianship of the global WG&amp;S partnership/sponsorship Maison budgets in terms of sourcing, efficiency and effectiveness of spend.</li></ul>	



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- Strategic relationship management of all key rights holders and partners driving additional value.
- Collaborate with the Head of Corporate Relations to ensure all partnerships and sponsorships are in line with WG&S 'alcohol in society' guidelines.
- Build the WGW of Partnerships & Sponsorships model as part of WGW of Building Brands capability program. Ensure Global and Local teams are trained and accredited.
- Updated and informed of the latest trends, developments and best practices in the Partnership and Sponsorship field.
- Establish and sustain an effective and close working relationships with ODCs and 3<sup>rd</sup> Party Markets to assist in the deployment of partnerships / sponsorships
- Ensure compliance to all WGW mandatory processes, marketing guidelines and data protections.

<b>Created by:</b>	Will Peacock
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