



WILLIAM GRANT & SONS

BUSINESS ACCOUNT MANAGER – META LUXURY OFF TRADE, SPECIALIST RETAIL

Job Title	Business Account Manager – Meta Luxury Off Trade, Specialist Retail
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial
Location	Field Based or Hook
Team Leader	Meta Luxury Controller
Team Members	n/a
Job Level	4A
Role Purpose <ul style="list-style-type: none">• To implement the Meta Luxury strategy with Off Trade Meta Luxury customers.• To be the face of the WGS UK Meta Luxury in the channel, driving luxury advocacy with key influencers and stakeholders• To sustainably build our Meta presence to optimise sales, visibility, PR, NSV and contribution for WGS UK in line with the 5YP & route to consumer framework.• Flawlessly execute Meta activations and events to ensure commercial growth and PR value for WGS Meta portfolio• Be the partner of choice for Luxury spirits for our customers	
Accountabilities <ul style="list-style-type: none">• Build WGS Meta presence through listings, on line presence, distribution and activations whilst optimising all investment.• Create and implement JBPs with key customers to deliver value and volume growth for the Meta Luxury channel.• Deliver flawless activations through working closely with Customer Marketing, PR and agencies to ensure we surprise and delight our customers and consumers• Drive on line through building great relationships beyond respective buyers whilst providing rich digital content.• Be the go to partner of choice for our key customers by demonstrating our leadership in luxury spirits, insights, superlative activations and developing a deep understanding of our customers businesses.• Socialise all the great work we do with UK and Global Meta Stakeholders• Rigid management of P&L, forecasts and budgeting	
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