



Job Title	Head of Brand Marketing
Business Unit	BBU
Function/Region	Marketing – Global Travel Retail
Location	Richmond
Leader	Managing Director – Global Travel Retail
People Leadership	Yes
Job Level	3A
Role Purpose Lead the business brand marketing strategy for the Global Travel Retail channel through thought leadership on brands and consumers. Support the development of brand architectures and NPD, consumer messaging, omni-channel and digital platforms, which pivot to luxury inspiring connectivity, building equity and brand endorsement through the GTR channel. Work closely with the Global Brand Marketing teams to support the luxury brand strategy agenda and enhance value through all brands within the portfolio.	
Accountabilities <ul style="list-style-type: none">• Drive the gathering, generation and evaluation of key insights in collaboration with local and global marketing teams to ensure that all brand and marketing activity is specifically focussed and correctly targeted.• Build, lead and deliver the Global Travel Retail luxury Brand Marketing Strategy in line with global brand objectives and priorities by developing initiatives, positions, NPD concepts and partnerships which build long term brand equity and sustainable value growth.• Continually monitor insights associated with consumer, market and competitor trends which inform marketing, commercial and operational decisions and Identify clear opportunities in category and market segmentation to strengthen brand equity and deliver inspirational propositions and platforms to consumers.• Lead a progressive brand development cadence and deliverables, ensuring true rigour, exceptional planning and accurate forecasting.• Support the development of customer ‘Joint Business Plans’, understanding customer priorities and concept initiatives and aligning to GTR 5-year plan volume, mix and investment mapping and RTC guidelines.• Lead powerful and transformational negotiations with relevant partners (internal and External) and agencies, maximising investment returns, leveraging the P&L and Brand plan deliverables.• Work with GTR Managing Director and senior leadership team (SLT) to create a winning team culture and team dynamic which provides experts in our channel and overt leadership for WG&S on the GTR global stage. Specific responsibility for leading and cultivating great talent within the GTR Marketing function• In collaboration with commercial teams inspirational and transformational market plans which ensure WG&S continues to inspire consumers, partner effectively with customers and continues to provide true leadership in GTR.• Fully engage and partner with Head of Customer Marketing and wider GTR team ensuring relevance of marketing strategies as they evolve into sales effectiveness tools using scorecards to ascertain success and course correct where appropriate• Full control and oversight of all budgets, P&L, compliance requirements and regional accountability as well as the measurement and evaluation of the effectiveness of WG&S A&P and CD spend with the goal to consistently improve return on investment and net revenue management principles.	

Values



BE PROUD

We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE

We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE

We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL

We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL

We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM

We are proud of our brands, our heritage, and our commitment to superior quality in our products

Competencies

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

Working with People

- Demonstrates an interest in and understanding of others
- Adapts to the team and builds team spirit
- Recognises and rewards the contribution of others
- Listens, consults others and communicates proactively
- Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

Formulating Strategies and Concepts

- Works strategically to realise organisational goals
- Sets and develops strategies
- Identifies, develops positive and compelling visions of the organisation's future potential
- Takes account of a wide range of issues across, and related to, the organisation.

Leading and Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows respect and sensitivity towards cultural and religious differences
- Deals with ambiguity, making positive use of the opportunities it presents.

Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

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