



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Luxury Experiences Manager - Digital
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Singapore
Team Leader	Global Luxury Director
Team Members	No
Job Level	4A
Role Purpose	
Develop the Established & Affluent (U/HNWI) client CRM infrastructure for The Distillers Library and wider WG&S Rare Spirits portfolio >500 GBP, including DTC online feasibility. Build the Rare Spirits CRM & Social programming, building the client facing communications, online and physical experiences and expanding the client community in line with brand guidelines. Custodian of the global digital black book database.	
Accountabilities	
<ul style="list-style-type: none">• Develop the digital black book CRM infrastructure for The Distillers Library (TDL) and wider Rare Spirits portfolio (eg. Auctions, brand launches) in partnership with the Head of Asia ACE and market leads.• Define, implement, and track integrated marketing and CRM program KPIs.• Partner with Head of Asia ACE to develop and deploy DTC online feasibility eg. TDL.com.• Collaborate with markets and GBTs to ensure the Rare Spirits digital experiences plan is executed and in line with brand guidelines.• Scope and develop the digital / social marketing and CRM client-facing communications in line with brand guidelines.• Proactively build the HNWI client community through digital and physical experiences eg. TDL, events, purchases. Build and maintain our KOL communities.• Custodian of the global HNWI digital black book database. Embed the digital black book client engagement process into TDL operations. Build and maintain the growth of the client database in-market and global private clients that contains relevant and compliant client information.• Ensure data privacy compliance with support from WG&S legal team.• Support the agenda of the Global Rare Experiences team, ensuring timely progress against objectives, efficient deployment of resources and budgets.	



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<ul style="list-style-type: none">Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW).	
Created by:	Will Peacock
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HRBP:	Liam MacNamee
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