



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Brand Manager, Innovation
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	US Marketing
<b>Location</b>	New York, NY
<b>Team Leader</b>	Director, Innovation Brands
<b>Team Members</b>	Brand Ambassador(s) if applicable
<b>Job Level</b>	4B
<b>Role Purpose</b>	
<p>The Brand Manager, Innovations will be responsible for managing new innovation brands that have recently launched (Batch &amp; Bottle), as well as leading new-to-world brand launches. The Brand Manager will have direct responsibility for developing and achieving volume and value growth targets, with a clear focus on driving the brand vision and equity. The company looks for innovative, entrepreneurial and positive professionals with fresh ideas who would like to be part of a dynamic growing company. Ideal candidates have previous experience in brand management, are self-starters, strong problem solvers, thrive in fast paced environments, and are excellent relationship builders.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Building and executing innovation launches from brand concept through to launch</li><li>• Managing the annual and long-range brand planning cycle</li><li>• Generating, assessing &amp; recommending growth platforms</li><li>• Executing consumer communications strategies</li><li>• Executing break-through promotional programs</li><li>• E&amp;A management &amp; tracking</li><li>• Gathering and analyzing in-market performance</li><li>• Analyzing, communicating, and executing geographic, channel, variant, and size mix strategies</li><li>• Managing relevant agency relationships across the marketing mix</li><li>• Working closely with key stakeholders to influence their role in the development and execution of the brands' activities</li><li>• When appropriate, this person will be responsible for the professional development of each of his or her Brand Ambassadors, including: Setting Key Performance Indicators (KPIs); Directing / guiding towards achievement of KPIs; Conducting Annual and Mid-Year Performance Evaluations; Identifying and facilitating key development opportunities</li></ul>	