



WILLIAM GRANT & SONS

## ROLE PROFILE

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|---|---------------------------------|
| <b>Job Title</b>  | <b>Brand Activation Manager</b> |
| <b>Business Unit / Group Function</b>   | BBU                             |
| <b>BU Team / Sub-Function</b>   | Marketing – SEA                 |
| <b>Location</b>   | Singapore                       |
| <b>Team Leader</b>  | Portfolio Manager               |
| <b>Team Members</b>   | No                              |
| <b>Job Level</b>  | 4B                              |
| <b>Role Purpose</b><br><br>To be the face of the WG&S core and luxury portfolio in all trade channels within the market and partner with Channel Activation Manager to execute omnichannel strategies in line with market priorities utilizing market and consumer insights. Own & drive the portfolio awareness through building locally executable and relevant marketing assets in line with global guidelines to maximise long-term sustainable value growth and build long term brand equity.  |                                 |
| <b>Accountabilities</b> <ul style="list-style-type: none"><li>• Understand local market, shopper, and consumer insights to input into local brand planning and execution</li><li>• Clear understanding of role of brands in market, lifecycle stage, tools available to drive sales and equity wins with focus on delivering exponential growth</li><li>• Lead and develop relationships with local agency partners to optimize delivery of activities and facilitate effective timely communication</li><li>• Partner with in-market Channel Activation Manager and Portfolio Manager to ensure the rolling execution activity plan is in line with the approved local Brand plans</li><li>• Clarity on Brand guidelines and plans to adapt to local market needs for relevance with full accountability for all brand plan executions, spend allocation and effectiveness tracking of plans</li><li>• Manage and control A&amp;P budget in line with allocation received from Regional Marketing Team &amp; Country Manager</li><li>• Ensure the measurement and evaluation of key programs and initiatives to ensure their effectiveness and drive continuous improvement</li><li>• Analyse and propose new/effective marketing platforms to maximize consumer reach and brand awareness with clear recommendations on the investment to the Portfolio Manager. This can be based on competitor activities and market intelligence for us to get key learning from</li></ul> |                                 |



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- Monitor and report on competitor activity and market intelligence, including promotions, prices, deals and evaluate their impact on our brands and plans, making recommendations to respond appropriately
- Partner with Channel Activation Manager to contribute to integrated activity plans for sign off during Lockdown Meetings and Cycle Briefings to Commercial team and to ensure detailed channel mechanics, A&P, and KPIs are based on insights with clear barriers to overcome

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| <b>HRBP:</b>                  | Bao Yi Koh      |
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