



<b>Job Title</b>	<b>Global Luxury Innovation Manager</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Global Marketing
<b>Location</b>	Singapore
<b>Leader</b>	Global Luxury Director
<b>People Leadership</b>	No
<b>Job Level</b>	4A
<b>Role Purpose</b> <ul style="list-style-type: none"><li>Develop, create and launch identified Ultra Rare Whisky &amp; Special Edition projects for U/HNWI to service the requirements of Standfast Private Clients sales and relevant to markets.</li></ul>	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>Develop the Whisky Innovation 3 year pipeline for Special Editions that deliver brand equity, scale and repeatable growth.</li><li>Partner with NPD, SBU and Brand teams to ensure appropriate resources, stock allocation and brand governance is secured for innovation projects</li><li>Develop the Special Editions for Gifting, Cultural opportunities (e.g Lunar New Year), Partnerships and Auctions aligned to market needs</li><li>Develop NTW propositions where applicable</li><li>Support in monitoring the total Luxury Innovation Pipeline, collaborating with global brand teams and NPD, to ensure right resources, sequencing and prioritization in place.</li><li>Adopt the Ultra Rare Whisky Innovation criteria and guardrails for development (eg. Financial delivery)</li><li>Partner with NPD and Arete to identify new suppliers, technology, systems in place to execute the identified new opportunities</li><li>Lead the Innovation development, concepts, design and commercialisation of the identified projects through Gate process.</li><li>Lead the M&amp;E of priority launches through Gate 6 approach</li><li>Adopt and promote the “Dram by Dram” programme as the way that WG&amp;S does Marketing, continuously developing it and ensuring its consistent application across the brand team as part of the GWG</li><li>Maintain strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration</li><li>Support the Innovation Marketing Manager to deploy the Global Luxury Innovation team agenda, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources</li><li>Adhere to relevant WG&amp;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 (GWG)</li></ul>	

<b>Created by:</b>	Will Peacock
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