



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Brand Manager – Monkey Shoulder &amp; Sailor Jerry</b>
<b>Business Unit / Group Function</b>	ODC BU – WG&S Australia
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Australia
<b>Team Leader Role</b>	Marketing Manager
<b>Role Level</b>	4B
<b>Team Members</b>	Yes
<b>Role Purpose</b>  To support the development, delivery of local implementation of the Global Marketing Strategy for the Monkey Shoulder & Sailor Jerry. Drive sustainable brand growth, brand equity, consumer commitment and brand profitability through disruptive and engaging consumer and channel programmes across all brands.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Deliver agreed Brand targets through sound financial planning, project resource management, alignment of systems and processes and effective direction of brand advocacy activity.</li><li>• To assist with execution of Brand Strategy, priorities and objectives, annual marketing plans and activities and provide updates on competitive position of brands to key internal stakeholders.</li><li>• To champion specific brands and own the development of growth strategies into implementation</li><li>• To direct and deliver the reporting of Strategy into Action and Performance on a regular basis.</li><li>• Regularly communicate brand progress against plans to Marketing Manager and share best practice with wider marketing team both locally and the Global Brand Teams.</li><li>• Maintain excellent relationships with key internal and external stakeholders in order to optimise delivery of activities and facilitate timely, relevant communication.</li><li>• Be continuously alert to changes, issues and opportunities in the market, evaluate &amp; recommend solutions and implement agreed changes to plans in order to optimise return.</li><li>• Effective management of Advertising &amp; Promotional budget.</li><li>• Lead and own New Product Development / Gifting / Value Added Packaging solutions for the brands.</li><li>• Strengthen relationships with Global Brand Teams to deliver locally aligned brand executions.</li><li>• Alignment of Brand Activation activities with local/global brand strategies.</li></ul>	
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