



<b>Job Title</b>	<b>Head of Marketing – Africa Middle East &amp; ISC - 6 Month FTC</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Africa, Middle East and ISC
<b>Location</b>	Richmond
<b>Leader</b>	Marketing Director 3 <sup>rd</sup> Party Markets
<b>People Leadership</b>	Yes
<b>Job Level</b>	3B
<b>Role Purpose</b> Work with Regional Managing Director, Marketing Director 3 <sup>rd</sup> Party Markets and Global Brand Teams to deliver Africa, Middle East and ISC portfolio strategies, building locally executable and relevant marketing assets with consistency from global guidelines. Support capability building of Africa, Middle East and ISC teams to best enable WG&S long-term brand growth.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Work with the Regional Managing Directors, Marketing Director 3<sup>rd</sup> Party Markets and Global Brand Teams to deliver the portfolio strategy for Africa, Middle East and ISC based on category value pools, consumer insight and our ability to win</li><li>• Take ownership of brand P&amp;Ls in conjunction with Africa, Middle East and ISC driving brand and campaign prioritisation, investment levels and mix of long term and short term levers in line with agreed ambitions within plans</li><li>• Develop, understand and communicate the consumer insights of Africa, Middle East and ISC and clearly articulate the job to be done</li><li>• Ensure priorities / needs of the Africa, Middle East and ISC are understood and aligned with Marketing Director 3<sup>rd</sup> Party Markets and jointly influence, negotiate and demand appropriate solutions within each of the Global Brand Teams</li><li>• Engage Africa, Middle East and ISC with the relevant global brand plans and translate these into local brand plans that are locally executable and relevant, consistent with global guidelines and comply with local legislation</li><li>• Oversee the execution of each local brand plan in Africa, Middle East and ISC</li><li>• Build the capability of our Africa, Middle East and ISC teams to best enable WG&amp;S growth drivers</li><li>• Work with the Route to Consumer team to ensure that Africa, Middle East and ISC have the necessary capabilities to enable the execution of locally relevant WG&amp;S growth drivers</li><li>• Ensure the measurement and evaluation of key programs and initiatives within the Africa, Middle East and ISC to ensure their effectiveness and drive continuous improvement</li><li>• Develop strong relationships with key partners within the Africa, Middle East and ISC, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration</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 (WGW)</li></ul>	

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