



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global Marketing Manager
Internal Reference	BBUMK-007
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing - Global Brand Teams
Location	Richmond
Team Leader Role	Global Brand Director
Role Level	3B
Team Members	Yes
Role Purpose	
<p>Work with the Global Brand Director in developing Global Brand Plans, global standards of excellence and shaping and delivering well-executed programmes, with supporting distinctive brand assets, toolkits, and guidelines that drive consumer commitment, long-term equity growth and short-term and medium-term P&L performance</p>	
Accountabilities	
<ul style="list-style-type: none">• Work with Global Brand Director, Global Marketing Functions, Regional and Local marketing teams to develop and manage the brand positioning and defining the long-term vision.• Assist in the development and implementation of plans for long-term equity growth and short- and medium-term brand P&L performance and monitor Brand health.• Support in development and management of brand pricing guidelines in collaboration with the Insights team, Net Revenue Management and Global Brand Director.• Be a key contributor to the creation of the Global Brand Plan (Brand Bible), managing the development of distinctive brand assets, toolkits, guidelines to enable the markets to execute brilliantly.• Contribute to A&P planning and support allocation process to local markets to ensure effective delivery of local brand plans.• Manage development of shopper toolkits and activation materials, in collaboration with Global Shopper Marketing team and creative/shopper agencies, in line with brand growth drivers and learnings from post measurement evaluations.• Manage the development of global standards of excellence.• Work with Global Luxury Team to create META brand growth drivers, campaigns and toolkits, ensuring lead market insight and buy-in, and support launch of luxury initiatives in markets.• Work with Global Brand Director to develop the product range and associated requirements (including liquid, packaging, pricing ladders, etc), and deliver brand innovation and renovation, as required, while managing key deliverables across the internal gate process.• Develop the launch plan on innovation projects, including necessary tools and assets, and work with relevant parties to successfully implement per plan and monitor commercial performance.• Manage all aspects of global advertising across the brand to create the seamless integrated omnichannel experiences that reflect insight driven consumer understanding to be taken to respective Owned Distribution Companies and 3rd Party Distributors.• Ensure local marketing teams are translating global brand plans into compelling, differentiated local brand plans that are executable and relevant to the local market and consistent with global guidelines.• Work directly with assigned Owned Distribution Companies markets and third-party marketing leads to ensure the brilliant planning and execution of appropriate marketing plans through collaboration and local insight, and deliver assets in alignment with local needs.• Manage media planning, media assets and work closely with creative agencies, data suppliers,	



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events management, and other relevant parties to develop effective materials.

- Adopt and promote the "Dram by Dram" programme as the way that WG&S does Marketing, continuously developing it and ensuring its consistent application across the brand team as part of the William Grant Way (WGW).

Created by:	Lisa Fitzsimons
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