



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Shopper Marketing Manager
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial / Commercial Strategy
Location	Seoul, Korea
Team Leader Role	Commercial Strategy Manager
Role Level	4B
Team Members	Yes
Role Purpose Bring company strategy and brand plan into market place with powerful & effective channel programs to drive business growth and deliver company business target. Deliver excellent trade planning and management to meet business and customer expectations.	
Accountabilities <ul style="list-style-type: none">• Understand local market, shopper, consumer, and customer insights to input into local shopper marketing planning and feed into global teams as appropriate.• Translate commercial and brand strategy into effective consumer & trade activations based on consumer & shopper insights to deliver the company business target for both on-trade and off-trade markets.• Create and execute activity plan, ensuring excellent portfolio execution with local distribution partners across all channels including merchandising, consumer (brand) activations, in-store shopper activation, in-store communication, and customer specific events to drive brand performance in market with a goal to build long term brand equity.• Manage A&P expenses, plan, allocate, control & monitor spending, to ensure the effectiveness and efficiency of Trade activation programs.• Design and promote luxury dining and retail with Brand Managers and operation of luxury MES programs.• Lead, motivate and develop the team in line with company values to maximise employee engagement, ensuring learning and development needs are planned and resourced.	
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