



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Assistant Customer Marketing Manager
Business Unit / Group Function	ODC BU – WG&S India
BU Team / Sub-Function	Commercial / Sales
Location	Gurgaon, India
Team Leader Role	Customer Marketing Manager
Role Level	4B
Team Members	No
Role Purpose The role is responsible for the rollout of channel/customer growth drivers in local market, on time and to the standards aligned with global and local commercial and brand plans. This role will also analyse sales data and carry out Measurement & Evaluation activities to support the customer marketing, commercial planning and activations in delivering the business objectives.	
Accountabilities <ul style="list-style-type: none">• Deploy the locally relevant minimum execution standards (MES) within the channel for the outlet universe, working closely with local Marketing and Sales stakeholders to ensure their deployment and measurement via salesforce automation (SFA) in line with the set MES• Working closely with local Marketing & Sales teams, ensure the delivery of Customer Marketing activities is in line with the activity calendar (including assets, brand events, promotions and activations) across all physical and digital channels, with omnichannel integration for each brand where relevant• Execute a flexible and practical suite of tools (e.g., channel activation, customer engagement selling) within the assigned channels with support from the Customer Marketing Manager, to enable market(s) plan resources and A&P to target key market opportunities in key channels aligned to local brand and portfolio sales plans• Build a strong base and network of partners, vendors, and agencies for production and on ground activation whilst continually increasing efficiency and productivity while maintaining and progressing quality. Develop 2nd layer of trade relations with key accounts• Implement high quality and appropriate M&E and learning processes to collect quality data from activations/promotions/investments and deliver regular accurate reporting on effectiveness of A&P spend to drive key commercial decision making• Working closely with local Sales teams, monitor and report on competitor activity and market intelligence, including promotions, prices, deals, and evaluate their impact on our brands and plans, making recommendations to respond appropriately within the channels• Consolidate, monitor, and analyse sales data to deliver accurate Measurement & Evaluation (M&E) of activities, continuously incorporating learnings from campaign effectiveness and efficiency in terms of value to WG&S and the customer, in order to drive channel/customer growth• Assess and drive optimisation of costs across cost heads in promotions and trade investments including visibility investments and VAP's• Support embedding of WG&S integrated planning approach through executing a structured Operating Rhythm, together with the deployment and adaptation of global tools, assets and process to enable effective execution locally	



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