



Job Title	Global Luxury Shopper Manager
Business Unit	BBU
Function/Region	Global Marketing
Location	UK or Europe
Leader	Global Head of Meta Luxury
People Leadership	Yes
Job Level	4A
Role Purpose	
Lead the WG&S Luxury Executions Standards for the META key channel & outlet activation by developing relevant luxury shopper, gifting, On-trade and E-Comm tools for the brands. Lead the development and deployment of Global Luxury POSM and the Luxury Capability program.	
Accountabilities	
<ul style="list-style-type: none">• Lead and maintain close working relationships with identified META ODC and 3PM Luxury teams to ensure deployment of Luxury QDVAAA toolkits in line with global brand & commercial strategy• Collaborate with the GBT's in the creation of the META shopper, On-trade and e-comm toolkits ensuring right insights and alignment from the lead market(s).• Develop and manage the Global Luxury POSM program and tools ensuring right quality, price and timings• Lead for the development and deployment of the Luxury Capability program• Lead the Luxury Central Hub to ensure we capture best practice, all tools and updates for markets.• Be the advocate for Luxury Shopper insights and approach with Global Shopper team.• Adopt and promote the "Dram by Dram" programme as the way that WG&S does Marketing• Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration• Support the agenda of the Global META team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources• Adhere to relevant WG&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 (GW)	

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