



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	
<p>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.</p>	
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 (WGW) 	

Created by:	
Date:	
HRBP:	
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