



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Channel Activation Manager</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Marketing - SEA
<b>Location</b>	Singapore
<b>Team Leader</b>	Portfolio Manager
<b>Team Members</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>  Own & drive the WG&S core and luxury portfolio execution in market by maximising display opportunities across the channels whilst ensuring compliance levels to marketing guidelines are met.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Understand local market, shopper, consumer, and customer insights to input into local channel planning and execution</li><li>• Partner with in-market Brand Activation Manager and Portfolio Manager to ensure the rolling execution activity plan is in line with the approved local Brand plans</li><li>• Partner with Commercial teams on promotion management and evaluation and to ensure negotiations of activations, promotions and displays with customers, where applicable, to increase sales-out and visibility of the WG&amp;S brands, in line with brand guidelines</li><li>• Execute in-market channel plans based on toolkits and brand guidelines provided by the Portfolio Manager and Regional Marketing team through optimizing A&amp;P spend and deliver healthy ROI</li><li>• 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</li><li>• Coordinate major customers/channels activities and manage channel/customer solutions contributing to sales targets</li><li>• Analyse and propose new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Portfolio Manager</li><li>• Support Portfolio Manager with a monthly report detailing successes, learnings, challenges and next month's plan for each channel</li><li>• 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</li></ul>	



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- Ensure learnings from M&Es are taken into consideration to help shape channel activities
- Partner with Brand Activation Manager to contribute to integrated activity plans for sign off during Lockdown Meetings and Cycle Briefings to Commercial teams and to ensure detailed channel mechanics, A&P, and KPIs are based on insights with clear barriers to overcome
- Collaborate with Sales Operations Manager to ensure continuous tracking against Minimum Execution Standards, distribution, and activations and course correct where necessary

<b>Created by:</b>	Ling Versteegen
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