



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Brand Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Richmond
Team Leader	Associate Global Brand Director
Team Members	No
Job Level	4A
Role Purpose	
Work with key stakeholders across global marketing functions, regional and local marketing teams to develop and deliver well-executed global marketing programmes with supporting distinctive brand assets, toolkits and guidelines that drive consumer commitment and long-term equity growth. Assist in the development and implementation of the global brand plans with the brand leader and local marketing teams.	
Accountabilities	
<ul style="list-style-type: none">Engage key stakeholders across global marketing functions, regional and local marketing teams to ensure early inputs, alignment, and engagement in development of effective global brand plans and global marketing programmesWork on specific tasks, incorporating feedback from local market teams where available, to drive the development of distinctive global brand assets, toolkits, guidelines that enable the markets to execute brilliantlySupport the development and management of the brand pricing guidelines, A&P planning and allocationDevelop and deliver brand growth drivers, in line with Global Brand Plan and in collaboration with Global Shopper Marketing and Global Insights & Analytics teams, to support consumer commitment, long-term equity growth and medium-term P&L performanceDevelop shopper toolkits and activation materials, in collaboration with Global Shopper Marketing team and creative/shopper agencies, in line with brand growth drivers and learnings from post measurement evaluations and work with local markets to adapt and deployMonitor and evaluate competitive activity, in collaboration with Global Insights & Analytics teams, making key recommendations that keep the brand on its planned value growth trajectorySupport local marketing teams in translating global brand plans into compelling, differentiated local brand plans that are executable and relevant to the local market and consistent with global guidelinesWork directly with assigned Owned Distribution Company markets and third-party marketing leads to ensure the brilliant planning and execution of appropriate marketing plans through collaboration and local insight, and deliver assets in alignment with local needs	



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- Review performance with local marketing teams on marketing programmes (incl. trade execution), delivery against targets and recommend appropriate course correction to ensure programmes meet their objectives
- Work on specific tasks related to media planning, media assets and brief development with creative agencies, data suppliers, events management, and other relevant parties to develop effective materials
- Adopt and promote the "Dram by Dram" programme as the way that WG&S does Marketing, continuously applying it across relevant teams as part of the William Grant Way (GWG)

Created by:	
Creation Date:	
HRBP:	
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