



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Regional Head of WG&S Brand Academy
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Commercial
<b>Location</b>	New York
<b>Team Leader</b>	Global Head of WG&S Brand Academy
<b>Team Members</b>	No
<b>Job Level</b>	3B
<b>Role Purpose</b>  Support the development of a proprietary Global Brand Academy that delivers world-class marketing capability across the William Grant & Sons and 3rd party Marketing and Commercial teams and the broader organisation. Facilitate the effective delivery of the Global Brand Academy to drive transformation in organisational capabilities (marketing frameworks, processes, tools) and individual competencies (marketing skills-building, clear technical competencies, accreditation for roles).	
<b>Accountabilities</b>  <b>WG&amp;S Brand Academy Tools and Framework:</b> <ul style="list-style-type: none"><li>• Support the content development of the Global Brand Academy (process, tools, language) to ensure we build the capabilities of our Marketing and Commercial teams (direct and indirect) to deliver the business, marketing, and commercial objectives of WG&amp;S.</li></ul> <b>WG&amp;S Brand Academy Deployment:</b> <ul style="list-style-type: none"><li>• Partner with local market leadership to determine capability needs in support of market strategy and the brand objectives.</li><li>• Determine the capability roadmap and lead the localisation, implementation, delivery and adoption of marketing processes and tools within the defined regional and local market remit. Leverage virtual and direct delivery methods as appropriate.</li></ul> <b>Marketing Capabilities:</b> <ul style="list-style-type: none"><li>• Direct Heads of Marketing in the effective deployment and embedding of the broad suite of WG&amp;S Brand Academy tools and resources.</li><li>• Co-ordinate with local market teams to drive continuous improvement in the efficiency and effectiveness of sales execution and brand activation.</li></ul>	



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### Measurement & Evaluation:

- Embed appropriate accreditation tools and processes to ensure capability programs and training are fully embedded, plus prove effectiveness and ROI.
- Evaluate and track the implementation of the Global Brand Academy and propose innovative solutions to adjust the plan and solve challenges in an agile way.

### Leadership:

- Facilitate a network of global capability trainers to support the delivery of WG&S Brand Academy at scale whilst maintaining consistent standards and quality.
- Facilitate and Co-ordinate collaboration networks to foster sharing of best practice.

Created by:	William Stone
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