



Job Title	Global Marketing Manager
Business Unit	BBU
Function/Region	Global Marketing
Location	Richmond
Leader	Associate Global Brand Director
People Leadership	Yes
Job Level	3B
Role Purpose	
Work with the Global Brand Director in developing Global Brand Plans, global standards of excellence and shaping and delivering well-executed programmes, with supporting distinctive brand assets, toolkits, and guidelines that drive consumer commitment, long-term equity growth and short-term and medium-term P&L performance	
Accountabilities	
<ul style="list-style-type: none"> • Work with Global Brand Director, Global Marketing Functions, Regional and Local marketing teams to develop and manage the brand positioning and defining the long-term vision. • Assist in the development and implementation of plans for long-term equity growth and short- and medium-term brand P&L performance and monitor Brand health. • Support in development and management of brand pricing guidelines in collaboration with the Insights team, Net Revenue Management and Global Brand Director. • Be a key contributor to the creation of the Global Brand Plan (Brand Bible), managing the development of distinctive brand assets, toolkits, guidelines to enable the markets to execute brilliantly. • Contribute to A&P planning and support allocation process to local markets to ensure effective delivery of local brand plans. • Manage development of 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. • Manage the development of global standards of excellence. • Work with Global Luxury Team to create META brand growth drivers, campaigns and toolkits, ensuring lead market insight and buy-in, and support launch of luxury initiatives in markets. • Work with Global Brand Director to develop the product range and associated requirements (including liquid, packaging, pricing ladders, etc), and deliver brand innovation and renovation, as required, while managing key deliverables across the internal gate process. • Develop the launch plan on innovation projects, including necessary tools and assets, and work with relevant parties to successfully implement per plan and monitor commercial performance. • Manage all aspects of global advertising across the brand to create the seamless integrated omnichannel experiences that reflect insight driven consumer understanding to be taken to respective Owned Distribution Companies and 3rd Party Distributors. • Ensure local marketing teams are translating global brand plans into compelling, differentiated local brand plans that are executable and relevant to the local market and consistent with global guidelines. • Work directly with assigned Owned Distribution Companies 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. • Manage media planning, media assets and work closely 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 developing it and ensuring its consistent application across the brand team as part of the William Grant Way (GW). 	



Values

<p>BE PROUD We are proud of our brands, our heritage, and our commitment to superior quality in our products</p>	<p>BE RESPONSIBLE We expect every individual and their teams to be accountable and to perform to their full potential</p>	<p>BE SUSTAINABLE We wish to make a positive contribution to our communities and to our environment</p>	<p>BE PROFESSIONAL We value integrity, transparency, professionalism and constructive debate within a team working culture</p>	<p>BE ENTREPRENEURIAL We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p>	<p>THINK LONG TERM We are proud of our brands, our heritage, and our commitment to superior quality in our products</p>

Core Competencies

<p>Leading & Supervising</p> <ul style="list-style-type: none"> Provides others with a clear direction Sets appropriate standards of behaviour Delegates work appropriately and fairly Motivates and empowers others Provides staff with development opportunities and coaching Recruits staff of a high calibre 	<p>Persuading & Influencing</p> <ul style="list-style-type: none"> Makes a strong personal impression on others Gains clear agreement and commitment from others by persuading, convincing and negotiating Promotes ideas on behalf of self or others Makes effective use of political processes to influence and persuade others
<p>Creating and Innovating</p> <ul style="list-style-type: none"> Produces new ideas, approaches, or insights Creates innovative products or designs Produces a range of solutions to problems. Seeks opportunities for organisational improvement. Devises effective change initiatives 	<p>Formulating Strategies and Concepts</p> <ul style="list-style-type: none"> Works strategically to realise organisational goals Sets and develops strategies Identifies, develops positive and compelling visions of the organisation's future potential Takes account of a wide range of issues across, and related to, the organisation
<p>Adapting and Responding to Change</p> <ul style="list-style-type: none"> Adapts to changing circumstances Accepts new ideas and change initiatives Adapts interpersonal style to suit different people or situations Shows respect and sensitivity towards cultural and religious differences. Deals with ambiguity, making positive use of the opportunities it presents 	<p>Planning and Organising</p> <ul style="list-style-type: none"> Sets clearly defined objectives Plans activities and projects well in advance and takes account of possible changing circumstances Identifies and organises resources needed to accomplish tasks Manages time effectively Monitors performance against deadlines and milestones

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