

<b>Job Title</b>	<b>Luxury Portfolio Specialist</b>
<b>Business Unit</b>	ODCBU
<b>Function/Region</b>	Marketing
<b>Location</b>	Home-Based
<b>Leader</b>	Director, Luxury, North America
<b>People Leadership</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>  <p>The Luxury Portfolio Specialist is the guardian of the William Grant Meta Luxury Portfolio; the soul, the substance and the storytelling. As a true leader with an entrepreneur's relentless drive and creative vision, the Luxury Portfolio Specialist enhances and crafts the new luxury mindset for William Grant and its Meta Luxury portfolio. The Luxury Portfolio Specialist sees the future of our brands, and they know how to boldly elevate its global presence through a combination of skill, passion and storytelling.</p> <p>Priority Brands: Glenfiddich, The Balvenie, Hendricks, Milagro Select Barrel Reserve, Flor de Cana &amp; Monkey Shoulder</p>	
<b>Accountabilities</b>  <b>Account Management and Customer Relations: 40%</b> <i>Accounts consist of top luxury establishments ranging from five-star hotels and resorts, fine dining accounts, private clubs, country clubs, select high-end bars. eCommerce account development and management of luxury off premise retail are also a main focus for the position. Job breakout: 50% on-premise and 50% off-premise. This will be analysed quarterly and may shift depending on market and covid implications.</i> <ul style="list-style-type: none"> <li>• Extensively collaborate and communicate with regional sales directors, local commercial teams and brand ambassadors to work seamlessly on luxury programming.</li> <li>• Develop, implement and execute an individual account/channel plan to drive distribution, brand education, velocity and menu listings. Implement brand SKU guidelines and secure unique placements and rituals based on clear brand guidelines and global luxury strategy.</li> <li>• Collaborate with the brand team to design, develop and execute best-in-class high-end luxury dinners, events and creative pop-up experiences for VIP customers and trade. These experiences and moments will increase the visibility and equity of the luxury brand portfolio.</li> <li>• Engage decision makers and trade through brand education, personal selling, and relationship development to accelerate on-premise growth and increased profitability.</li> <li>• Analyze each brand and (and sku) in order to provide accurate volume forecasts and ensure that allocation restrictions and opportunities are carefully monitored and assessed. Accelerate to growth and profitability by identifying new challenges and opportunities.</li> <li>• Through the use of luxury category trends and insights, report on market results, as well as changing market activity, on a routine basis. Provide recommendations, if required, on market actions needed in order to ensure WGS plan achievement and luxury agenda execution in the market.</li> </ul>	

## Education and Luxury Advocate: 30%

- Collaborate with Director of Luxury to create an education platform for your respective territory to include internal William Grant employees, trade, distributors and customers.
- Serve as the lead in education on luxury selling and help to create a luxury culture and develop processes within William Grant and with our distributor partners.
- Work alongside the respective brand ambassadors for the region but primarily focus on different types of small to medium size events. Serve as the extension of the brand ambassador when they are not available, clearly communicating the brand's essential DNA and serve as the voice behind the brand's luxury mindset to both trade and consumers alike.

## Events and Partners: 30%

- Seek out strategic luxury events, partnerships and sponsorship opportunities to enhance brand awareness and support or grow the brand's equity.
- Create luxury event guidelines and processes. Execute events at the highest level of detail to create bespoke consumer experiences and amplify trade potential. Manage all aspects of luxury event planning for small to midsize events that align with luxury guidelines; create innovative concepts, craft internal and external communication pieces, and oversee agency management, budgeting, tracking and recapping.
- Work in collaboration with the brand team and agency partner as well as the local commercial team to ensure best-in-class execution for new product launches for the WGS portfolio of brands.
- Be the market expert as an in-the-know insider and luxury culture enthusiast. Be the voice and advocate for our brands at events and creative outings in order to forge authentic and lasting relationships with our consumers.
- Identify, develop and maintain VIP client relationships that include private clients, high net worth individuals, culture connectors, collectors and trade VIP consumers.

## Values



**BE PROUD**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products



**BE RESPONSIBLE**  
We expect every individual and their teams to be accountable and to perform to their full potential



**BE SUSTAINABLE**  
We wish to make a positive contribution to our communities and to our environment



**BE PROFESSIONAL**  
We value integrity, transparency, professionalism and constructive debate within a team working culture



**BE ENTREPRENEURIAL**  
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



**THINK LONG TERM**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products

## Core Competencies:

### Persuading and Influencing

- 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

### Planning and Organising

- 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

### Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

### Adapting and Responding to Change

- 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.

### Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organization
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

### Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

## Skills and Qualifications:

### Essential:

- 3 to 5 years of experience in a related Wine & Spirits role or luxury role and one year within the assigned market. Must have strong relationships with the on premise, including bartenders and key decision makers.
- A passion and interest for Luxury with strong connections in the industry and a working knowledge of the Luxury Hotel sector preferred
- Strong relationship building and social skills with the ability to effectively manage and develop relationships at all levels of on-premise channel. Ability to build sustainable rapport with key contacts within the business and wider consumer group, in formal and informal (social) settings
- Strong drive and passion for brands and education. Ability to address any given group of people and share with them the brand's vibrant history in order to develop and foster authentic brand champions.

- Strong communication skills with ability to express self in a compelling and energetic manner in individual and group situations; well-presented and articulate.
- Ability to adjust language and style to capture the attention of the audience
- Skills in leading and motivating people to achieve individual, team and project results. Must be a self-starter with an outgoing personality.
- Champion of new ideas and initiatives; ability to identify new business opportunities and makes them a reality
- Excellent portfolio product knowledge and presentation / training skills
- Strong understanding of on premise business process (e.g. decision making, considerations involved in distribution and menu placements)
- Strong budget management skills and organizational skills
- Must have satisfactory motor vehicle record and a valid driver's license

Created by:	Patricia Vasconcelos
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