



WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

Job Title	Global Brand Manager, Sailor Jerry
Business Unit	Global Marketing
Function/Region	Marketing
Location	Dublin
Leader	Ray Finn
People Leadership	n/a
Job Level	4A

Role Purpose

- Sailor Jerry is the world's No.3 spiced rum globally with a mission to 'Recruit a new generation of Spiced Rum drinkers by championing the 'ALL IN' spirit of Norman Sailor Jerry Collins in everything we do'.
- The brand has an exciting new mandate coupled with significantly increased investment to drive brand equity and awareness and achieve disproportionate share of voice through stand out digital content, cultural partnerships, experiential activations and infectious bar tender advocacy.
- Success will require us to behave like a 'start-up' as we test and learn to identify innovation and efficiency in how we buy and use media and to create content that is potent enough to resonate in culture and trigger real behaviour change.
- This could be a career defining opportunity for a creative, dynamic marketer to be part of the team that will deliver transformative marketing of a truly iconic global brand.
- We're looking for a marketing rock star who's excited by this once in a lifetime opportunity who is motivated by working with a team of spirited, passionate people in an environment that is stimulating, dynamic and above all, fun. Someone who is culturally switched on, enjoys being part of the debate and has the confidence to bring their own unique contribution to it. If this sounds like you, well what are you waiting for?



Accountabilities

- Lead a central SJ 'Comms Crack Team' responsible for creation, deployment and measurement of digital content and assets, cultural partnerships, experiential activations and infectious bar tender advocacy.
- Partner with the Global ACE team to drive leading edge thinking and execution to support the delivery of the brand's e-Commerce ambition.
- Global brand lead on owned data, digital effectiveness, data analytics and intelligence to optimise delivery and reach of communications.
- Own the relationship with the Global Creative Agency to ensure world class creative content across all brand platforms.
- Responsible for Sailor Jerry content and orchestration dynamics between global and local fulfilment.
- Develop breakthrough partnerships with key markets, with a particular focus on evolving the digital agenda in service of brand equity growth and continuing to drive the commercials of the brand in market.
- Effective management of marketing budgets to ensure all targets are met

Role specific competencies:

- The person leading this crack team must have a spirit of possibility, a challenger streak and yet have the discipline and rigour in project management to drive this 'crack team' mandate.
- Digitally savvy, strong understanding of cultural marketing, advocacy and earned media.
- Collaborative & flexible in approach, able to both hustle, inspire and work through others with fearless energy.
- Leadership engagement capability is required to drive creative disruption with a test and learn approach, and yet communicate learnings regularly in a way that the business will understand.

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:

<i>To be inserted as Universal Competency Guidance</i>	
<p>Deciding & Initiating Action</p> <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects and people • Takes initiative and acts with confidence <p>Initiates and generates activity</p>	<p>Relating and Networking</p> <ul style="list-style-type: none"> • Establishes good relationships with customers and staff • Builds wide and effective networks of contacts inside and outside the organisation • Relates well to people at all levels • Manages conflict <p>Uses humour appropriately to enhance relationships with others</p>
<p>Analysing</p> <ul style="list-style-type: none"> • Analyses numerical data, verbal data and all other sources of information • Breaks information into component parts, patterns and relationships • Probes for further information or greater understanding of a problem • Makes rational judgements from the available information and analysis • Produces workable solutions to a range of problems <p>Demonstrates an understanding of how one issue may be a part of a much larger system</p>	<p>Learning and Researching</p> <ul style="list-style-type: none"> • Rapidly learns new tasks and quickly commits information to memory • Gathers comprehensive information to support decision making • Demonstrates a rapid understanding of newly presented information • Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback) <p>Manages knowledge (collects, classifies and disseminates knowledge of use to the organisation)</p>
<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>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> • Keeps up to date with competitor information and market trends • Identifies business opportunities for the organisation • Demonstrates financial awareness <p>Controls costs and thinks in terms of profit, loss and added value</p>

Skills, Qualifications and Experience :

- Solid in-market consumer brands experience
- A brave creative & strategic thinker, suggesting viable new ideas, concepts and approaches
- Proved ability to work in a fast paced, agile environment
- Has a proactive approach with out-of-the-box thinking
- A confident and engaging presenter
- Self-motivated to get things done whilst being supportive of others in the team
- A resilient leader who can operate across different cultures & take those around them on the journey

Created by:	
Date:	
HRBP:	
Date of last revision:	