



WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

Job Title	Assistant Brand Manager, Reyka
Business Unit	Global Marketing
Function/Region	Marketing
Location	Dublin
Leader	Ray Finn
People Leadership	N/A
Job Level	4B

Role Purpose

Working across the Global Brand Team, lead in the development and delivery of well-executed global marketing programmes that drive the global ambition for the brand. In collaboration with the Brand leader, take responsibility for specific brand projects, working closely with global marketing, shopper marketing, external agencies and cross-functional teams to deliver with excellence. Provide project management support across the global brand team.

Accountabilities

- Assist in the development and delivery of specific growth drivers in keeping with the defined brand strategy to positively impact consumer attitudes and behaviours
- Support the work of the Brand leader in working closely with local market teams to review market performance and provide local markets with appropriate information and materials to drive the brand locally.
- Act as the lead point of contact for POS process and the ongoing co-ordination of the Brand Asset Library.
- Monitor and evaluate competitive activity, making key recommendations that keep the brand on its planned growth trajectory
- Act as the day-to-day project manager for the brand marketing budgets to ensure all targets are met.
- Provide project management and event co-ordination support to the global brand team for workshops, team meetings and specific projects as agreed with the brand leader.
- Lead the creation and distribution of best practice toolkits for local markets, citing examples of excellence from across the globe.
- Develop strong stakeholder relationships in local markets, operations and central functions necessary to achieve brand ambitions

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 • Initiates and generates activity 	<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 • Uses humour appropriately to enhance relationships with others
<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 • Controls costs and thinks in terms of profit, loss and added value.
<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 • Demonstrates an understanding of how one issue may be a part of a much larger system 	<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) • Manages knowledge (collects, classifies and disseminates knowledge of use to the organisation)

Skills and Qualifications:

Essential:

- Marketing qualification
- Excellent presentation and communication skills
- Disciplined and organised approach with attention to detail in project management.
- Has a confident proactive approach and is consistently reliable in delivery
- Self-motivated to get things done whilst being supportive of others in the team
- Creative thinker, suggesting viable new ideas, concepts and approaches
- Strong interpersonal skills to interact at various levels of the business and act as a positive influence in support of the global brand team.

Desirable:

- 2nd language
- In-market consumer experience

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