



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Associate Global Brand Director
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing - Global Brand Teams
Location	Richmond
Team Leader	Chief Marketing Officer
Team Members	Yes
Job Level	3A
Role Purpose	
Manage the global brand teams, delivering the Global Brand Plans and managing the brand positionings, and developing the assets which enable the markets to execute brilliantly, working hand in hand with the ODCs and the 3rd Party marketing teams	
Accountabilities	
<ul style="list-style-type: none">• Act as the guardian of the brand, managing the brand team to drive sustainable value growth of the brand in line with the Corporate Objectives, the BBU 5-year plan and the brand guidelines• Balance the long-term equity growth with short- and medium-term P&L performance• Define and manage brand pricing guidelines in collaboration with the Insights team and Net Revenue Management• Create the Global Brand Plans, manage brand positionings, and develop Distinctive Brand Assets and brand guidelines for sharing that enable the markets to execute brilliantly• Own and develop the product range with associated requirements (incl. liquid, packaging, pricing ladders) and deliver the brand innovation and renovation pipeline as required, in collaboration with relevant parties to test, launch and develop the brand as appropriate• Manage all aspects of Global advertising and other marketing investments to create the seamless integrated omnichannel experiences that reflect insight-driven consumer understanding to be taken to respective ODCs and 3PDs• Establish and promote effective and close working relationships with the ODCs and the 3rd Party marketing team to ensure the brilliant planning and execution of appropriate marketing plans through collaboration and local insight, and to shape the brand portfolio and deliver assets in alignment with local needs• 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 WGW• Develop strong relationships with other key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration• Work collaboratively within the Brand & Market Planning, NPD, and Pricing & Net Revenue Management cross-functional teams to achieve each committee’s objectives in the interest of the business as a whole and all relevant internal and external stakeholders• Manage the agenda of the global designated brand, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources• Build and lead a highly capable team with a practical and thorough approach to all the team activities, continuously develop the capabilities of the team and all team members, and build well thought-out and realistic succession plans• Adhere to relevant WG&S’ reporting standards and governance procedures, providing information	



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and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW)

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