



<b>Job Title</b>	<b>QSI Global Marketing Manager</b>
<b>Business Unit / Group Function</b>	QSI
<b>BU Team / Sub-Function</b>	QSI
<b>Location</b>	SBP
<b>Leader</b>	QSI Managing Director
<b>People Leadership</b>	1 direct report (from 2023)
<b>Job Level</b>	3B
<b>Role Purpose</b>  To control, direct & monitor all QSI marketing activities / projects, managing the interface with both QSI team and relevant external stakeholders in support of the delivery of key QSI objectives and the maximisation of new business opportunities. Build appropriate and sustainable marketing activity to enhance brand equity, scale and success in the value spirits category.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Develop and maintain a portfolio of brands which compete in the value whisky category, particularly the 3-year blend market, and extend into other significant and growing spirits categories, keeping in mind the allocated QSI stock model</li> <li>• 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.</li> <li>• Support the Commercial Directors with identifying priority categories, markets, customers and other business development opportunities, assisting them to turn “selling stories” into sales tools to effectively present the brands, the products and the marketing initiatives to their customers.</li> <li>• Create and manage the QSI marketing plan in agreement with the Managing Director, using the QSI 5-year plan and annual budget as core input, and support the Commercial Directors with the creation of their regional plans, providing quarterly status reports on progress against agreed plans.</li> <li>• Be the key contributor to the creation of a QSI Brand Bible, managing the development of distinctive, cost-effective brand assets, POS material, toolkits and guidelines to enable the markets to execute effectively.</li> <li>• Lead and drive the QSI Marketing Strategy, managing the QSI Digital Marketing Manager as well as all relevant external agencies (both marketing and digital), to ensure delivery of QSI’s B2B and social media objectives, New Business Development Plans, and effective development/maintenance of a high quality QSI website to ensure effective engagement of potential distributors and driver greater level of trade enquiries for 3<sup>rd</sup> party distribution.</li> <li>• Ensure that all QSI Marketing projects and promotional spending are managed within agreed scope, budget, time-frame and quality parameters to deliver to agreed objectives, ensuring a strong interface with operational stakeholders throughout the project management cycle.</li> <li>• Provide Trade Marketing support to the QSI Commercial team and third party distributor marketing teams to ensure the successful planning and execution of appropriate marketing plans through collaboration and local insight, and deliver assets in alignment with local needs.</li> <li>• Develop world-class capabilities with an appropriate approach, processes and tools adhering to the WGW, creating a high-performing organisation structure based on an employee-oriented, open and collaborative culture that emphasises teamwork and empowerment.</li> </ul>	



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