



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Commercialisation Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing - Innovation
Location	Richmond
Team Leader	Global Director of Innovation
Team Members	No
Job Level	3B
Role Purpose To work with the Global Innovation Director and Global Innovation Marketing managers to successfully commercialise our portfolio of new to world innovation brands. The role includes driving growth of brands through the “we nurture” programme & creating & launching brands through the “we create” programme. This is a critical role in one of our company’s most exciting opportunity areas. You will be at the heart of a passionate team of creators intend on leaving a legacy.	
Accountabilities Working with & through the Global Innovation Director you will help develop the commercial strategy, KPIs and the structures that support delivery of the overall Innovation goals and objectives, both through we create & we nurture programmes. Based on agreed brand strategy and local market category opportunity / development and capability you will work directly with senior commercial leaders both globally, regionally & in individual markets to ensure that (i) there is overall (portfolio/market) and robust roll out plans in place across the 5YP (ii) that the key innovation brands have ambitious growth ambitions within each market (annual & 5YP P&L’s) Supported by your innovation colleagues you will work directly with senior in-market commercial and brand leaders, tirelessly championing these brands to ensure they are supported by exciting, robust and well resourced commercialization plans ensuring focus by winning the hearts & minds of local commercial teams. Partnering with Markets and working as the expert you will ensure excellent delivery of the commercial elements of the roll out plan through high engagement and close relationships with in market teams. Working with your Innovation colleagues you will help them to deliver innovations that have (i) detailed, robust and attractive market-ready commercials and information e.g. NSV floors, pricing strategy, overall & price tree’s, and (ii) pragmatic brand fundamentals e.g. functional packaging, fit for purpose growth drivers tool kits and (iii) effective trade basics e.g. sell sheets for distributors and sales teams to add focus in local markets Working with the innovation team, demand planning and local markets you will provide critical experience, insight & pragmatic solutions (or pre-emptive inputs) to ensure smooth logistics and powerful execution.	