



Job Title	Global Experiences & Services Innovation Manager
Business Unit	BBU
Function	Global Marketing
Location	Dublin / Richmond
Leader	Global Director of Innovation
People Leadership	1 direct report
Level	3B

Role Purpose

Lead the WG&S 'Experience' innovation agenda to go beyond the product/liquid proposition and shape how consumers feel while consuming/ interacting with our products to drive consumer desire and talkability. Partner with the Global Innovation Director and the NTW Innovation team to explore and trial new disruptive channels & platforms that connects our brands to consumers

Accountabilities

- Innovate on the broader consumer experience, creating new value, not by focusing on specific product features within our category, but by reimagining the broader experience of how consumers interact with our brands, so our portfolio stays vital and relevant to our target consumers
- Focus externally on brand engagement, consumer delight and growth to embrace holistic consumer experience, going beyond traditional categories
- Create new and unexpected moments through broad awareness of our consumers' lives and interactions with our brands, solving consumer problems uniquely while creating rich array of experiences built around core product offering
- Find new ways to connect brands to consumers, e.g. through experiences, new technology, new services, strategic partnerships, etc., working closely with Advocacy, Connections and E-Commerce
- Identify new opportunities beyond WG&S core product offering based on taking a broader view of the total consumer ecosystem
- Work closely with the New to World innovation team as one unit to inspire a spirit of possibility
- Work collaboratively within the NPD cross-functional team to achieve each team's objectives in the interest of the business as a whole and all relevant internal and external stakeholders
- Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration
- Manage the agenda of the Experience Innovation team, 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 developing the capabilities of the team and all team members
- Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW)

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