



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Advocacy, Events and Trade PR Manager
Business Unit / Group Function	Global Travel Retail
BU Team / Sub-Function	BBU
Location	Richmond
Team Leader	Head of Customer Marketing
Team Members	N/A
Job Level	4B
Role Purpose	
<p>The Advocacy, Events and Trade PR Manager for Global Travel Retail will lead the development and execution of trade retail advocacy, events and trade PR to promote The Company and the brand portfolio in the travel retail channel. This role will build relationships with key partners such as media outlets and trade associations, working closely with our commercial and marketing teams to ensure that the brand ambassadors have the tools, training, and resources they need to effectively represent the brand portfolio.</p>	
Accountabilities	
<ul style="list-style-type: none">• Lead the roll out of GTR's trade advocacy strategy and its main programme, the Lookout.• Be the lead GTR point of contact with the Brand Ambassador community, coordinating content creation, regular meetings and ensuring they have the right tools e.g. training / support.• Be the point of contact for Global colleagues, internal and external stakeholders for all GTR advocacy requirements, programme alignments and best practice.• Deliver the planning and execution of events which showcase the brand portfolio to target audiences. This includes managing event logistics, coordinating with vendors, and ensuring the events are executed on time, on budget and with the desired outcome• Manage and control budgets & annual Events.• Fully evaluate and share learnings, best practices within GTR and Globally where applicable.• Manage trade PR: Develop and execute a comprehensive trade PR strategy, including building relationships with key media outlets, managing press releases, media relations and proactively delivering relevant story angles where relevant to the overall central marketing team plan	
Created by:	Fallon Paul
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