



Job Title	Global Head of Content Innovation
Business Unit	BBU
Function	Global Marketing
Location	Dublin / Richmond
Leader	Global Director of Innovation
People Leadership	4 direct reports
Level	3A

Role Purpose

Lead the new content innovation initiative, be the project and editorial lead, driving capability within WG&S across content creation, distribution and digital analytics. Test and codify future marketing innovation techniques and develop new content techniques to improve quality, effectiveness, and cost. Partner with the Global Innovation Director to determine the right structure, objectives and resourcing required for the Content Lab

Accountabilities

- Build the in-house capability in digital content creation, focused on speed (fast turnaround), creative impact, and lower cost, delivering against the plan and proving the effectiveness with key stakeholders
- Ensure that content creation, distribution and real time optimisation is executed through agile test and learn processes designed to strengthen the understanding of target audiences, brand content effectiveness, and consumer journeys
- Test and learn new creative and content techniques that help WG&S brands stay agile and relevant to our target consumers, and improve overall quality, effectiveness, and cost
- Build internal digital/ social content knowledge through test and learn process that get shared across brand teams to improve effectiveness of marketing campaigns and activities
- Act as the interface with internal Brand Teams when new briefs are submitted, managing the briefing process, and proposing and challenging what has been briefed to ensure the brands get the best creative outcome for the target market identified
- Be the editorial lead, managing the team, project dissemination and production planning and ensuring that projects meet the identified goals, timelines, and budgets (determining what needs to be de-prioritised in the process)
- 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
- 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
- Manage the agenda of the Content Innovation team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources
- 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)

Created by:	
Date:	
HRBP:	
Date of last revision:	