



Job Title	GTR Advocacy & Digital Manager
Level	4B
Location	Richmond, United Kingdom
Business Unit	GTR
Function	Customer Marketing
Leader	Head of Customer Marketing GTR
People Leadership	None
Role Purpose	
<p>An advocate and digital expert responsible for leading and driving the digital agenda and social space for the GTR channel. This role will support the Head of Customer Marketing in delivering the GTR advocacy and digital trade activation strategy. Leading the development and execution of the digital and social media playbook, influencing the digital path to purchase helping to drive conversion & retention. Collaborate and help drive the digital agenda throughout the GTR organisation via upskilling fellow colleagues on how to truly deliver an Omni-channel brand campaigns that help drive conversion and ROI.</p>	
Responsibilities	
<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 / general support • Be the point of contact for Global colleagues, internal and external stakeholders for all GTR advocacy requirements, programme alignments and best practice • Lead the development of tasting kits for virtual/live tastings in partnership with brand and customer marketing teams • Support Regional Senior Customer Marketing Teams to deliver best in class trade events that educate/inform/inspire & motivate our customers • Work closely with the Head of Customer marketing to build and deliver a Digital strategy and implementation plan for GTR. • Derive and socialise a Digital playbook / toolkit across the markets • Work cross-functionally to co-ordinate a holistic digital activations online • Be the go to digital expert for the channel internally and with our customers • Work closely with the Global Ace team to build out the digital capability of the channel • Manage and control budgets & annual Events • Fully evaluate and share learnings, best practices within GTR and Globally where applicable 	



Role specific competencies and skillset:

<p>Leading & Deciding Action</p> <ul style="list-style-type: none"> Makes prompt, clear decisions which may involve tough choices or considered risks Takes responsibility for actions, projects and people Takes initiative and acts with confidence Initiates and generates activity 	<p>Creating and Innovating</p> <ul style="list-style-type: none"> Produces new ideas, approaches or insights Creates innovative products or designs Produces a range of solutions to problems Seeks opportunities for organisational improvement Devises effective change initiatives
<p>Relating and Networking</p> <ul style="list-style-type: none"> Establishes good relationships with customers and staff Builds wide and effective networks of contacts inside and outside the organisation Relates well to people at all levels Manages conflict Uses humour appropriately to enhance relationships with others 	<p>Delivering Results and Meeting Customer Expectation</p> <ul style="list-style-type: none"> Focuses on customer needs and satisfaction Sets high standards for quality and quantity Monitors and maintains quality and productivity Works in a systematic, methodical and orderly way Consistently achieves project goals
<p>Planning and Organising</p> <ul style="list-style-type: none"> Sets clearly defined objectives Plans activities and projects well in advance and takes account of possible changing circumstances Identifies and organises resources needed to accomplish tasks Manages time effectively Monitors performance against deadlines and milestones 	<p>Coping with Pressures and Set Backs</p> <ul style="list-style-type: none"> Works productively in a pressurised environment Keeps emotions under control during difficult situations Handles criticism well and learns from it Balances the demands of a work life and a personal life. Maintains a positive outlook at work. Handles criticism well and learns from it

Company values

<p>BE PROUD We are proud of our brands, our heritage, and our commitment to superior quality in our products</p>	<p>BE RESPONSIBLE We expect every individual and their teams to be accountable and to perform to their full potential</p>	<p>BE SUSTAINABLE We wish to make a positive contribution to our communities and to our environment</p>	<p>BE PROFESSIONAL We value integrity, transparency, professionalism and constructive debate within a team working culture</p>	<p>BE ENTREPRENEURIAL We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p>	<p>THINK LONG TERM We are proud of our brands, our heritage, and our commitment to superior quality in our products</p>

Skills, Qualifications and Experience :

- Proven experience of events / activation management, including responsibility for supporting and running medium to large events / activations
- Understanding and working knowledge of brand building within the digital environment and the ability to balance commercial delivery
- Commercial awareness – makes sound decisions based on commercial benefits, proven track record in a profit responsible environment
- Analytical capability – decision making based on turning data evaluation to actionable insight
- Strong, confident communicator with good influencing and interpersonal skills at all levels of internal and external organisations
- Problem solving skills and able to identify sales / product opportunities
- Naturally curious and comfortable with leading peoples thinking in new area
- Demonstrates professionalism, credibility, trust and respect both internally and externally
- High energy and hands-on attitude
- Demonstrates the initiative necessary to handle multiple projects in a timely manner with a very lean organisation

Created by:	Lindsay Hitzeroth
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HRBP:	Jamilla Boukas
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