

ROLE PROFILE TEMPLATE

Job Title	Counsel – Digital Marketing & Data
Business Unit / Group Function	Central Services
BU Team / Sub-Function	Legal
Location	Richmond
Leader	Head of Legal Marketing, IP & QSI
People Leadership	No
Job Level	4a
Role Purpose Assisting in the protection and exploitation of WG&S's brands and driving forward improvements to the way WG&S manages consumer and High Net Worth Individual's data. This role will be focused on protecting WG&S brands through supporting on the procurement, set up and ongoing improvements to the Marketing Technology Stack through contract negotiation, policy and process development and implementation and data privacy advice. Developing and maintaining relationships with key marketing teams and centres of excellence. Working with key stakeholders to drive improvements and efficiencies in ways of working and supporting on marketing code compliance and digital marketing.	
Accountabilities <ul style="list-style-type: none"> Working with Global Technology Services, Procurement and BBU Marketing in connection with the procurement, implementation, roll-out and ongoing operation of the Marketing Technology Stack and other marketing services through the provision of contractual and compliance advice Drafting and maintaining a suite of template contracts and policies for BBU Marketing to support technology, information management, digital marketing and WG&S's online presence Work with Head of Legal Marketing IP & QSI, Head of Legal Compliance and Data Privacy Lead to implement, maintain and continually improve the Data Privacy Framework into BBU Marketing with a key focus on processing consumer data and High Net Worth Individual data. Horizon scanning for new legislation that may impact WG&S and its operations Monitoring decisions by authorities such as ICO and ASA and providing updates to the business Supporting Group General Counsel, BBU Legal Director and Head of Legal Marketing, IP & QSI to develop, improve and drive marketing code compliance globally Identifying any intellectual property, data protection, legal compliance or other legal risks and collaborating with other members of the Legal Team to support the business Support to UK / Global Marketing in relation to promotions and marketing initiatives Supporting Head of Corporate Affairs through promoting key digital marketing initiatives internally Manage the budget to ensure that WG&S receives value for money in the purchasing of regulatory legal advice ensuring that the right resources are used balancing cost with quality, suitability, and expertise 	
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