



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Head of Communications
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	
Team Leader	Global Brand Managing Director
Team Members	
Job Level	3B
Role Purpose Oversee all aspects of the brand's communication agenda globally. Lead the development of breakthrough campaigns with a digital first approach to drive brand desire and power whilst ensuring consistent and effective brand messaging worldwide to achieve long-term brand growth.	
Accountabilities <ul style="list-style-type: none">• Determine the vision for the brand overall communication strategy and agenda in collaboration with the Global Brand Managing Director and in line with the William Grant Way of Building Brands.• Work closely with the CMI and Innovation team -to integrate data-driven insights into communication strategies & campaigns.• <u>Oversee</u> all aspects of global advertising, from ideation to launch in market, to create seamless integrated omnichannel campaigns that generate brand desire, bring the positioning to life, and are grounded in consumer insight.• Collaborates with the Luxury PR and Partnership team to translate the global strategy into fully integrated, effective, and compelling campaigns & activations that reinforce the brand luxury credentials.• Ensure consistent and cohesive brand messaging across all communication channels and regions.• Act as the brand guardian for all communication initiatives across markets by ensuring guidelines, key messaging frameworks, and brand voice are correctly executed locally.• Adopt and promote the William Grant Way of Building Brands ensuring its consistent application across all brand communication campaigns & initiatives.• Work with key stakeholders across global marketing functions and local marketing teams to develop and implement best in class communication programmes with supporting distinctive brand assets, toolkits and guidelines that drive consumer desire and long-term equity growth.• Collaborate with the Innovation, Gifting & Brand Experience teams to develop the communication strategy and plans for new product launches, gifting campaigns and other brand initiatives.• Set the vision for the brand's digital strategy and agenda to create a seamless omnichannel user journey based on data driven insights & learnings.• Define the vision for the brand global PR & Partnership strategy.• <u>Oversee</u> budget management across all communication campaigns and ensure A&P is effectively allocated to support the communication agenda in priority markets.	

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- 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 (GW)

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