## ROLE PROFILE

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| **Role Title** | **Global Event Experiences Lead** |
| **Internal Reference** |  |
| **Business Unit / Group Function** | Central Services |
| **BU Team / Sub-Function** | Global Corporate Communications |
| **Location** | SBP |
| **Team Leader Role** | Head of Global Corporate Communications |
| **Role Level** | 3BBBBFDF |
| **Team Members** | No o-ori |
| **Role Purpose**  Lead the development and implementation of the Company’s internal events programme for the global business to build culture and colleague advocacy within the Company. With a focus on Company-wide, CEO and Executive Board events ensure we unite colleagues, build leadership visibility and celebrate the heritage, brands and Rare Characters in the business. | |
| **Accountabilities**  • Develop and deliver the Company’s internal events programme for the global business, including the events documented in the Annual Calendar (including but not limited to the Annual Company Roadshow, Business Unit Leadership Team Conference, Stand Fast Awards and Long Service Awards). • Work with multiple stakeholders across the business, including Global Corporate Communications team colleagues, leadership stakeholders (including the Executive Chairman and Executive Board) and subject matter experts to coordinate agendas, content and media for events. • Bring industry best practice into the events programme delivering engaging and innovative in-person, virtual and hybrid event experiences across the Company for owned events; ensuring an optimum balance between emerging digital capability and face-to-face events to maximise engagement. • Offer consultancy, advice and best practice to stakeholders delivering events outside of the Global Corporate Communications remit. • Own and nurture supplier relationships with events suppliers (AV, creative, production, digital) to ensure best in class agency support and optimum value received for the Company for all spend. • Project manage and own end-to-end event delivery for events in remit, managing delivery against budget to ensure value for money and appropriate return on investment.  • Ensure events demonstrate behaviours and representation in line with our Diversity, Equity & inclusion ambition. • Build a clear focus on continuous improvement in our approach to events, based on measurement and insight. • Document clear and consistent processes for our events as part of the William Grant Way Operating Model. • Design and offer event delivery solutions that support business and communications challenges in support of the Company’s Five Year Plan, ensuring that events are informative, engaging and relevant to employee roles. • Offer advice and support to leaders and speakers to upskill them in delivering engaging content in event settings. | |
| **Created by:** | Alan Harris |
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| **HRBP:** | Michelle Smillie |
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