



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global Communications Manager – The Balvenie
Internal Reference	BBUMK-0220
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing – The Balvenie
Location	Richmond
Team Leader Role	Global Head of Communications
Role Level	4A
Team Members	No
Role Purpose	
Support the Global Head of Communication in the development of breakthrough global campaigns with a digital first approach to drive brand desire and power to achieve long-term brand growth.	
Accountabilities	
<ul style="list-style-type: none">• Identify target audiences and ensure consumer insights is at the heart of all brand communication campaigns.• Establish the planning, creation, and execution of omni-channel campaigns to deliver compelling and consistent brand messages across all platforms.• Develop media planning guidelines to ensure optimal allocation of resources and maximize impact in market.• Develop strong relationships with marketing teams in priority markets to ensure correct implementation of the global assets & guidelines.• Adopt and promote the William Grant Way of Building Brands ensuring its consistent application across all brand communication campaigns & initiatives.• Ensure that all advertising campaigns adhere to brand and advertising guidelines and best practice whilst maintaining a consistent brand voice and image.• Establish the relationships with creative and digital agencies from briefing to performance evaluation.• Work in collaboration with the Global Insight Team to conduct market research to identify advertising trends, consumer behaviour, and competitive landscape.• Use insights to inform advertising strategies and creative development while working with the Insight team to test creative assets and drive optimisation.• Ensure all creative assets are compliant with the WG&S marketing code.• Ensure all creative assets are culturally relevant across priority markets whilst maintaining strong consistency globally.• Develop the global Social & CRM strategy and develop content for the brand’s digital platforms. Monitor and evaluate competitive activity, in collaboration with Global Insights team and partner agencies and monitor social media trends and analytics to optimize engagement.• 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)	