



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Integrated Communications Manager</b>
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	New York, NY Office
<b>Team Leader</b>	Marketing Vice President / Head of Integrated Communications
<b>Team Members</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>	
This role is highly creative, strategic, and highly organized to take ownership of WG&S' portfolio of brands presence on social media. This role will focus on content strategy, creation, social media management, and community engagement to drive brand awareness, audience growth, and engagement across all social platforms.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>Manage day-to-day execution of influencer campaigns including outreach, gifting, briefing, tracking, and reporting</li><li>Own and nurture relationships across all tiers of talent, from emerging creators to established names</li><li>Oversee a mix of paid and organic partnerships that align with product launches, brand storytelling, and cultural moments</li><li>Partner with social, creative, PR, and marketing teams to ensure influencer content aligns with broader brand goals</li><li>Develop and execute strategies to grow social followings and engagement across all platforms.</li><li>Stay on top of creator trends, platform behavior, and competitive activity to help keep WG&amp;S at the forefront of influencer marketing</li><li>Track and analyze performance using platforms like Tagger and Tribe Dynamics to optimize future campaigns</li><li>Support planning and execution of influencer mailers, product seeding, and brand activations</li><li>Help concept, plan, and execute influencer events and IRL experiences that bring the brand to life</li><li>Identify new creators and partnership opportunities to expand and evolve our influencer community</li><li>Identify and foster meaningful relationships with influencers for reach and content partnerships that will elevate both brand perception and awareness.</li></ul>	