

HEAD OF CONNECTIONS PLANNING

Job Title	Head of Connections Planning
Business Unit	WG&S UK
Function/Region	Marketing
Location	Hook (UK)
Leader	Marketing Director
People Leadership	2 Direct Reports (UK Senior Communications Manager, UK Senior Advocacy Manager)
Job Level	3B
Role Purpose Lead the development and delivery of the Omnichannel Agenda and Roadmap for UK marketing, as it pertains to consumer connections (media/advocacy/PR). Work with key stakeholders inside and outside the business (brand teams, customer marketing, and agency partners) to: <ol style="list-style-type: none"> Develop World-class connections strategies for our priority brands, that are informed by deep consumer understanding and data-driven insights Develop Consumer-centric omnichannel ecosystems that embrace the principles of cross-channel integration, connected journey creation, and tailored shopper experiences. Leverage the power of data to target media most effectively. Oversee the execution of all campaigns in market through agency partners, ensuring omnichannel objectives are delivered as effectively and efficiently as possible. Lead Measurement & Evaluation including media Return On Investment analysis/audit to identify efficiency opportunities for marketing investment (we forecast UK investment of £23m by 2023) Management of UK Comms Agency; Dentsu +, part of Dentsu Group. Embed Connections Planning capability throughout the UK organisation. 	
Accountabilities Leadership: <ul style="list-style-type: none"> Lead the Omnichannel Planning Agenda across the UK business, partnering with Brand, E-Commerce and Customer marketing leads to ensure that all strategies and activation plans are developed and executed to the highest standard. Drive transformation in the arena of connections strategy and omnichannel planning, taking ownership of key senior stakeholder relationships to embed this change and increase capability across the organisation. Identify key comms capability requirements within the department and devise capability programme as part of the ongoing team upskilling agenda. Partner with the UK Insight team to develop consumer and shopper audience profiles Partner with the UK E-Commerce team to ensure that there are no dead ends with our brands easy to buy for consumers wherever they shop, particularly online Drive digital transformation within the marketing department. In partnership with the Marketing Director, digital partners and Global ACE Team, devise a roadmap to progress the company in the digital and tech space. Champion practical application of new found knowledge or opportunities through testing with teams. 	

- Lead the UK Advocacy/Comms/PR team, coaching and developing the 2 existing team members. Partner with the Global ACE Team, as an extended member; contributing to the Global Omnichannel agenda and facilitating roll-out of any global initiatives in the UK.

Commercial & Partner Management:

- Ownership of the media agency operating model in the UK; Annual SOW development, ongoing team management and delivery, team structure and fee negotiations. Identify agency requirements to address new industry challenges, ensuring access to best talent & leading edge thinking. Optimise the relationship in accordance with results.
- Take ownership of media agency delivery and performance, such as contractual commitments, buying reviews, media audits, audience segmentation performance analysis, identifying and embedding partners and monitoring performance across the board.
- Work in partnership with WG&S Advocacy and eComm leads to ensure all team agendas are aligned towards same omnichannel goal, and workstreams are developed in synergy/integrated as relevant.

Omnichannel Measurement & Learning:

- Fast-track the marketing department's capability through omnichannel best practice development. Ensure every campaign has a clear M&E plan accompanying it, which includes real-time optimization as well as post campaign analysis. Ensure key learnings are captured, shared widely, and embedded into future campaign development to shorten learning curve for all.
- In partnership with Global ACE team, embed any analytical/data visualisation tools, to support data analysis and wider global data strategy.
- Play a key role in any MMM work conducted in the UK, and incorporate any best practice learnings into campaign development and capability programme.

Created by:	Ifan Jenkins
Date:	18/06/2021
HRBP:	Melissa Thomas
Date of last revision:	05/10/2021