



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Media Manager
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	New York, NY
Team Leader	Marketing Vice President
Team Members	No
Job Level	4B
Role Purpose This role will manage the planning and execution of top-of-funnel brand media, including strategic media plans in partnership with agency, alignment with cross function channel partners and execution of a media plan.	
Accountabilities <ul style="list-style-type: none">• Partner with company's media agency of record (AOR) daily to ensure close collaboration and excellence in execution for national and retail media• Develop understanding of media KPIS and measurement of campaigns and knowledge on how to drive brand strategy from upper funnel to conversion, from national media to retailer activations.• Partner with media agency to clearly define plan goals and KPIs, for each media channel and tactic according to our measurement frameworks.• Ensure media agency develops strategic and tactical full funnel annual media plans that deliver on marketing campaign briefs and goals. Oversight to ensure media strategies grounded in consumer insights, data, and analytics.• Responsible for managing our complex budget tracking system and media spend. Position will regularly partner with finance and manage monthly financial change process (PO approvals).• Collaborate with data and CRM partners to leverage 1P data for more efficient consumer targeting• Guide and empower marketing partners to interpret and react to media reporting• Responsible for campaign performance and optimizations needed to deliver to goals. Ensure that campaign results and best practices are communicated to all relevant teams to enable success in media activation.	