



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Digital Asset Archivist</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	ACE
<b>Location</b>	Richmond
<b>Team Leader</b>	Andrew Ambrogioni
<b>Team Members</b>	Daisy Hampton
<b>Job Level</b>	4B
<b>Role Purpose</b> <p>The Digital Asset Archivist is responsible for coordinating and maintaining brand assets across all brands in WG&amp;S' central online hub with Bynder (also called the DAM). This will include the coordination of both existing and new assets ensuring correct metadata is applied.</p> <p>The ideal candidate is highly organised, logical, efficient, and digitally native. They would ideally also have a good understanding of full funnel marketing and the different comms deliverables and formats required to fulfil that.</p>	
<b>Responsibilities</b> <ul style="list-style-type: none"><li>• Manage and maintain all brand assets, ensuring correct metadata is applied</li><li>• Ensure this is applied consistently to all brands/assets</li><li>• Work with GBTs to approve new files</li><li>• Ensure relevant archiving of old assets</li><li>• Seek continuous improvement opportunities</li><li>• Manage user lists &amp; approve new user requests including external users</li><li>• Train new users on the DAM &amp; be the key POC for agency/internal DAM requests</li><li>• Key POC for all day-to-day requests on the DAM</li><li>• Resolve issues and/or escalate where necessary</li><li>• Ensure actions are completed within specified period</li><li>• Create report for global brand teams around brand performance on the DAM</li><li>• Report on the progress of the DAM on a regular basis</li></ul>	
<b>Created by:</b>	Daisy Hampton
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