



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Lead Manager - Digital
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	New York, NY Office
Team Leader	Head of Consumer Engagement
Team Members	No
Job Level	4A
Role Purpose	
<p>Lead the development of connected consumer engagement strategies across owned, social, creator, CRM, content, and commerce touchpoints. Ensure brand storytelling drives meaningful consumer engagement, advocacy, and commercial impact through content, culture, community, and connected experiences.</p> <p>This role will help evolve the organization from channel-based execution toward a more integrated consumer experience model through planning, audience understanding, and emerging technologies.</p>	
Accountabilities	
Consumer Engagement and Storytelling	
<ul style="list-style-type: none">• Lead cross-channel audience engagement planning across owned and earned touchpoints• Oversee the content and storytelling ecosystem to strengthen consumer journey effectiveness• Partner with brand, media, ecommerce, and agency teams to connect and amplify campaigns across channels• Drive US CRM and owned channel strategy	
Consumer Intelligence and Optimization	
<ul style="list-style-type: none">• Translate consumer and performance insights into actionable recommendations• Identify areas to improve personalization, testing, and measurement capabilities• Leverage audience intelligence and social listening to strengthen engagement and discovery strategies• Support development of scalable audience and data strategies, in partnership with Insights and Analytics teams	
Innovation and Operating Model Evolution	
<ul style="list-style-type: none">• Explore emerging platforms, AI-enabled workflows, and evolving consumer discovery behaviors• Help evolve the organization from channel-based execution toward more integrated consumer engagement models• Establish scalable processes, governance, and operating models for consumer engagement• Improve efficiency, collaboration, and connected planning across teams and partners	