



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Lead Manager - Advocacy and Influence</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>	Head of Integrated Communications
<b>Team Members</b>	No
<b>Job Level</b>	4A
<b>Role Purpose</b> Develop, own, and implement an influencer and creator marketing strategy across all digital platforms to optimize engagement, build strong relationships and super fans, new user acquisition, and brand growth. Develop and own a clear social content strategy that supports discovery, education and conversion to sales. Evolve and scale our influencer program while providing strategic oversight of our organic social channels.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Build and maintain authentic relationships with creators and talent agents while developing repeatable playbooks for partnership tiers</li><li>• Use strategic decision making and a scrappy mindset when supporting new product launches through influencer gifting</li><li>• Oversee paid influencer campaigns, managing negotiations, contract development, performance tracking, usage rights, and everything in between - especially for <i>Partnership Ads</i></li><li>• Define and own KPIs around earned media value (EMV), content performance, revenue attribution, and ROI</li><li>• Grow and optimize our current partnerships ads and whitelisting programs that can significantly scale our reach and impact</li><li>• Collaborate closely with the growth team to integrate influencer content into paid strategy and align on performance targets</li><li>• Be willing to test new affiliate programs and opportunities with a consistently strategic mindset</li><li>• Provide strategic oversight for organic social across platforms (Instagram, TikTok, YouTube, etc.). Review and approve social calendars and assets—ensuring alignment with brand voice and marketing priorities.</li><li>• Guide content strategy and campaign planning in partnership with Creative and Brand</li><li>• Monitor emerging trends, features, and platform changes to help the team stay agile. Have a strong understanding of what social trends are appropriate for the brand and which ones are not.</li><li>• Analyze performance data and audience insights to guide content optimization</li></ul>	