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| **Job Title** | Global Media Operations and CRM Manager |
| **Business Unit** | Branded Business Unit |
| **Function/Region** | Global Marketing |
| **Location** | Richmond or Dublin |
| **Leader** | Head of Growth & Testing |
| **People Leadership** | No |
| **Job Level** | 4B |
| **Role Purpose**  Support the digital acceleration agenda through the management of our 3rd party media and technology solutions, by maintaining the functionality of these tools on a day to day basis as well as ensuring that key outputs are practically applied with brand teams and markets. | |
| **Accountabilities**   * Manage Global Taxonomy for the business, ensuring accurate application across global and local teams delivering training as required.      * Ownership for our Global Adserver and digital dashboard operations, ensuring data is accurately captured and reflected in our reporting tools.      * Responsible for the management of the digital benchmarking repository as well as the compilation of best practice learning reports from data sources and circulating findings quarterly to brand teams. * Manage key media deliverables (e.g. competitive analysis, digital capability programme, Nielsen analysis, timesheet reconciliations) from our global agency partners. * Manage the ongoing delivery and performance of asset libraries and marketing sharepoints.      * Partner with key local markets and support brand teams on implementation of global CRM programmes. * Develop best practice learnings in relation to CRM and circulate to business quarterly and support key stakeholders on tech solution requirements.      * Adhere to relevant WG&S’ reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW). | |

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| **Values**  C:\Users\proval\Downloads\267177_7.png |

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| **Core Competencies**   |  |  | | --- | --- | | **Deciding and Initiating Action**   * Makes prompt, clear decisions which may involve tough choices or considered risks * Takes initiative, acts with confidence * Initiates and generates activity | **Relating and Networking**   * Establishes good relationships with customers and staff * Builds wide and effective networks of contacts inside and outside the organisation * Relates well to people at all levels * Manages conflict | | **Analysing**   * Analyses numerical data, verbal data and all other sources of information * Breaks information into component parts, patterns and relationships * Probes for further information or greater understanding of a problem * Makes rational judgements from the available information and analysis * Produces workable solutions to a range of problems * Demonstrates an understanding of how one issue may be a part of a much larger system | **Presenting and Communicating Information**   * Expresses opinions, information and key points of an argument clearly * Makes presentations and undertakes public speaking with skill and confidence * Responds quickly to the needs of an audience and to their reactions and feedback * Projects credibility | | **Applying Expertise & Technology**   * Applies specialist and detailed technical expertise * Develops job knowledge and expertise through continual professional development * Shares expertise and knowledge with others * Uses technology to achieve work objectives * Demonstrates an understanding of different organisational departments and functions | **Adapting and Responding to Change**   * Adapts to changing circumstances * Accepts new ideas and change initiatives * Adapts interpersonal style to suit different people or situations * Shows respect and sensitivity towards cultural and religious differences. * Deals with ambiguity, making positive use of the opportunities it presents | |

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| **Skills and Qualifications**   * 3+ years experience in digital/media agency or marketing. * Demonstrable skills in reporting and analysis * Experience with and management of tech stack solutions. * Strong presentation skills and ability to simplify the complex.   Desirable:   * CRM strategy or management experience * Agency operations experience |

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| Created by: | Cate Moore |
| Date: | 29th June 2021 |
| HRBP: | Liam Mac Namee |
| Date of last revision: | 8th July 2021 |