



WILLIAM GRANT & SONS

## ROLE PROFILE

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| <b>Role Title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Global Corporate Communications Specialist</b> |
| <b>Internal Reference</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CEN-0184                                          |
| <b>Business Unit / Group Function</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Central Services                                  |
| <b>BU Team / Sub-Function</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Communications                                    |
| <b>Location</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SBP                                               |
| <b>Team Leader Role</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Head of GCC / GCC Manager                         |
| <b>Role Level</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 4A                                                |
| <b>Team Members</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | No                                                |
| <b>Role Purpose</b><br><br>Build and protect the Company's culture internally, and reputation externally, through clear and engaging communications, building, and running best-in-class communication channels, storytelling, high-impact campaigns and upskilling key audience groups.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                   |
| <b>Accountabilities</b><br><br>Business wide communications <ul style="list-style-type: none"><li>• Deliver clear, concise, and consistent written communications to help colleagues understand and support the business, our values, current issues, business priorities and key projects. This includes the William Grant Way and complex business or HR-specific communications issues.</li><li>• Work closely with other GCC team members to develop, deliver, and continually improve the monthly Team Briefing and co-ordinate approvals through the Executive Board. Recommend how to improve the channel twice a year after employee feedback and ask the Executive Board to approve.</li><li>• Develop and co-ordinate the ongoing build, optimisation, and maintenance of the Company intranet. Regularly evaluate performance, offer recommendations for improvements and implement changes to enhance the effectiveness of the channel.</li><li>• End-to-end design and development of discreet communications projects as required, e.g. the Company's global employee magazine, DE&amp;I communication campaigns, brand advocacy.</li><li>• Build and protect the Company's culture and reputation by creating high quality, compelling content about our heritage, Rare Character and brands across our internal and external communications channels.</li></ul> Leadership communications <ul style="list-style-type: none"><li>• Drafting and ensuring scripts and materials are approved for leadership calls or specific campaigns.</li><li>• Compile and develop content with the wider team as required, for example for Leadership Calls, Business Update calls or Roadshows. Creating and delivering cascade plans to ensure all colleagues get the right information at the right time.</li></ul> |                                                   |
| <b>Created by:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Claire Evans                                      |
| <b>Creation Date:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 09/09/2022                                        |
| <b>HRBP:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Michelle Smillie                                  |



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| <b>Date of last revision:</b> | 06/05/2024 |
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