



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global PR & Influence Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Richmond
Team Leader Role	Global Head of PR & Influence
Role Level	4A
Team Members	No
Role Purpose	
<p>Lead the Global PR plan for <MAISON BRAND>. Collaborate with the Maison Brand Managing Directors to define the earned, influencer, social and collaboration plans in line with brand strategy. Champion the earned, social and influencer model within the <MAISON BRAND> to drive brand desire and cultural relevancy. Be the brand expert in PR / Influencer industry trends, best practices and capability. Support the Global Luxury Lead to ensure the Global Flagship plans are amplified in the brand plans. Ensure the right KPI's, tracking and compliance in place.</p>	
Accountabilities	
<ul style="list-style-type: none">• Support the Global Head of PR & Influence developing the PR centre of excellence with specific accountability for <MAISON BRAND> PR strategy and implementation.• Collaborate with the <MAISON> Managing Director to define the earned, influencer, social, collaborations plans in line with brand strategy.• Develop the <MAISON BRAND> PR toolkits with the brand teams and support markets with the deployment of the tools. Includes the development of the messaging houses, earned, influencer, social communications calendar across campaigns and crisis management.• Manage the KPI's, tracking and performance evaluation for earned, influencer, social and collabs to ensure consistent approach across global teams and local markets.• Implement appropriate global tools to monitor performance and WG&S marketing compliance (e.g Meltwater, Influencer approvals)• Manage global PR agency relationships for <MAISON BRAND> to ensure best in class agency deployment. Consult on local market PR agency identification and review where required.• Support PR capability within the WG&S of Brand Building.• Own identified top global media & influencer relationships directly.	



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- Support the Global Head of Partnerships and Luxury Lead in the identification and implementation of external partnerships (i.e. Brand, Service, Platform, Global Flagship account)
- Develop and maintain strong professional and productive relationships with our external Luxury partners. Including high-end luxury networks (e.g Walpole) and brand & commercial collaborations

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)

Created by:	Will Peacock
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