

ROLE PROFILE

Job Title	Marketing & IP Counsel
Business Unit / Group Function	Central Services
BU Team / Sub-Function	Legal
Location	SBP
Leader	Head of Legal Marketing, IP & QSI
People Leadership	No
Job Level	4a
Role Purpose Assisting in the protection and exploitation of WG&S's brands. Driving forward improvements to the way our brands are protected and managed. The primary focus of this role is to protect company IP and brand reputation through contracts and compliance. Developing and maintaining relationships with key marketing teams is critical to success. This role will also involve supporting on key initiatives such as anti-counterfeit, IP portfolio management and data protection compliance.	
Accountabilities <ul style="list-style-type: none"> • Working with Procurement and BBU Marketing to negotiate key contracts for the delivery of strategic partnerships, the development of our brands and the promotion of them in a timely and effective way • Drafting and maintaining a suite of template contracts for BBU Marketing • Providing guidance on drafting and negotiating BBU Marketing contract templates • Horizon scanning for new legislation that may impact WG&S and its operations • Monitoring decisions by authorities such as ASA, Portman and WIPO and providing updates to the business • Supporting Group General Counsel, BBU Legal Director and Head of Legal Marketing, IP & QSI to develop, improve and drive marketing code compliance globally • Supporting Head of Legal Marketing, IP & QSI and Trade Mark Paralegal in the management of the WG&S IP Portfolio • Identifying any intellectual property, data protection, legal compliance or other legal risks and collaborating with other members of the Legal Team to support the business • Support to UK / Global Marketing in relation to promotions and marketing initiatives • Supporting Head of Corporate Affairs through promoting key initiatives internally • Manage the budget to ensure that WG&S receives value for money in the purchasing of regulatory legal advice ensuring that the right resources are used balancing cost with quality, suitability, and expertise 	
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Creation Date:	6 th March 2023
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Date of last revision:	

