



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Global Website Specialist</b>
<b>Internal Reference</b>	BBUMK-0201
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing - Digital
<b>Location</b>	Dublin, Richmond
<b>Team Leader Role</b>	Global Head of Websites
<b>Role Level</b>	4B
<b>Team Members</b>	No
<b>Role Purpose</b>  Managing brand websites and working with markets and global brand teams on updates and improvements. To ensure our websites function to the highest standard by utilising the Content Management System (CMS) to improve visibility and experience.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Coordinate small-mid size website projects and refreshes, including campaign or product microsites.</li><li>• Collaborate with brand and market teams to create and edit brand-specific content for our web assets and multiple channels.</li><li>• Ensure product content is accurate, up-to-date, SEO-optimized, and aligned with trending search terms, product launches, and campaigns globally.</li><li>• Facilitate the central translation process for website copy and policy guidelines.</li><li>• Provide training on CMS, SEO, and website process optimisation for markets and agencies.</li><li>• Lead the development of the CMS to plan workflows, curate assets, and ensure consistent distribution through relevant channels.</li><li>• Develop CMS expertise to manage and edit user experience elements, and create localized or new web and campaign domains, collaborating with GTS and third parties as needed.</li><li>• Support and enhance research-led product approaches to test content, platform components, and UI/UX.</li><li>• Coordinate with the legal and compliance teams to ensure that all content and web properties comply with internal policies and local legislation.</li><li>• Facilitate the front-end and back-end CMS pattern library.</li></ul>	