



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Corporate Communications Manager
Business Unit / Group Function	Central Services
BU Team / Sub-Function	Corporate Communications
Location	SBP
Team Leader	Head of Global Corporate Communications
Team Members	N/A
Job Level	3B
Role Purpose Lead the development and implementation of an internal and external communication strategy for the global business to enhance and protect the Company's reputation. With a focus on Executive Board communications covering the Operations Business Unit (OBU) and the Finance and Legal functions as well as the Corporate Social Responsibility work, to ensure we unite, celebrate and protect our colleagues and our business in alignment with our strategy.	
Accountabilities <u>Business wide communications</u> <ul style="list-style-type: none">• Develop and deliver a global communications strategy, working with multiple stakeholders across the business to clearly articulate and support colleagues' understanding of the business, the Company values, and current issues to bring clarity on business priorities and key projects.• Lead the creation and delivery of an internal communications calendar including, but not limited to the William Grant Way Operating Model, Annual Company Roadshows, Leadership Conference, Leadership and Business Update Calls, the global intranet, external digital platforms and communications campaigns across the OBU, Finance, Legal and Corporate Social Responsibility programme.• Lead the continuous development and improvement of global communications channels ensuring relevant content is shared and translated for all colleagues. <u>Leadership communications</u> <ul style="list-style-type: none">• Work with the Chairman and the Executive Board to communicate core business objectives and initiatives to Team Leaders through monthly Leadership Calls as well as ongoing projects.• Work with senior leaders and develop assets and materials to empower and enable Team Leaders to deliver key messages and content to effectively engage their teams.• Develop and deliver the Leadership Conferences, working with the Chairman & Executive Board on the agenda and developing content in collaboration with multiple teams across the business.• Lead on the development of presentations and speeches for senior leaders to ensure consistent Company messaging. <u>Project communications</u> <ul style="list-style-type: none">• Using core communications tools and templates to empower and enable colleagues to communicate effectively.	



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- Working closely with key stakeholder groups to create communications plans, messaging and assets for key Company projects including the William Grant Way programme, the OBU and project campaigns.
- Reviewing and advising on key communications across the BUs to ensure they align on Company Values and messages.

External focus

- Supporting operations teams on site communications including support in developing and executing plans and ensuring corporate messaging and positioning is accurate.
- Play a leading role in the development of the Employer Brand narrative, working with business functions to develop interesting and relevant content to communicate the WG&S employee value proposition.
- Develop capability and understanding of key processes related to issues and crisis communications management to minimise external risks to the Company's reputation.
- Support and guide crisis teams to ensure all the correct stakeholders are involved and informed to contain the issue and minimise reputational damage.

Celebrate our culture and values

- Demonstrate behaviours in line with our Diversity, Equity and inclusion goal, which is to create and promote a diverse, equal and inclusive culture at WG&S where ideas, differences and views are respected and where all employees feel they can bring their whole selves to work to create their own personal legacy.

Building capability

- Develop core communications processes, assets and resources to empower and enable teams to communicate effectively and consistently.
- Coordinate a schedule of training, including a train the trainer approach with global communications teams to enable and empower colleagues to manage issues and to increase company-wide capability.

Created by:	Claire Evans
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HRBP:	Kirsty Morris
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