



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Connections Planning Director
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	US Marketing
Location	New York, NY
Team Leader	SVP, Marketing, North America
Team Members	N/A
Job Level	3B
Role Purpose	
<p>Lead the development and delivery of the Omnichannel Agenda and Roadmap for US Marketing, as it pertains to communications. Work with key stakeholders inside and outside the business (brand teams, customer marketing, and agency partners) to develop:</p> <ol style="list-style-type: none">World-class communications strategies for our brands, that are informed by deep consumer understanding and data-driven insightsConsumer-centric omnichannel ecosystems, that embrace the principles of cross-channel integration, connected journey creation, and tailored shopper experiences. <p>Oversee the execution of all campaigns in market through agency partners, ensuring omnichannel objectives are delivered as effectively and efficiently as possible. Management of US Comms Agency; Vizeum, part of Dentsu Group. Embed Communication Planning capability throughout the organisation. Responsible for the planning, strategy, execution and measurement of a highly complex budget across multiple brands in excess of \$35M.</p>	
Accountabilities	
<ul style="list-style-type: none">Lead the Omnichannel Planning Agenda across the US business, partnering with Brand and Customer marketing leads to ensure that all strategies and activation plans are developed and executed to the highest standard.Drive transformation in the arena of comms strategy and omnichannel planning, taking ownership of key senior stakeholder relationships to embed this change and increase capability across the organisation. Identify key comms capability requirements within the department and devise capability programme as part of the ongoing team upskilling agenda.Drive digital transformation within the marketing department. In partnership with the Marketing Director, digital partners and Global ACE Team, devise a roadmap to progress the company in the digital and tech space. Champion practical application of new found knowledge or opportunities through testing with teams.Partner with the Global ACE Team, as an extended member; contributing to the Global Omnichannel agenda and facilitating roll-out of any global initiatives in the US.Ownership of the media agency operating model in the US; Annual SOW development, ongoing team management and delivery, team structure and fee negotiations. Identify agency requirements to address new industry challenges, ensuring access to best talent & leading edge thinking. Optimise the relationship in accordance with results.Take ownership of media agency delivery and performance, such as contractual commitments, buying reviews, media audits, audience segmentation performance analysis, identifying and embedding partners and monitoring performance across the board.Work in partnership with WG&S Advocacy and eComm leads to ensure all team agendas are aligned towards same omnichannel goal, and workstreams are developed in synergy/integrated as relevant.	



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- Fast-track the marketing department's capability through omnichannel best practice development. Ensure every campaign has a clear M&E plan accompanying it, which includes real-time optimization as well as post campaign analysis. Ensure key learnings are captured, shared widely, and embedded into future campaign development to shorten learning curve for all.
- In partnership with Global ACE team, embed any analytical/data visualisation tools, to support data analysis and wider global data strategy.
- Play a key role in any MMM work conducted in the US, and incorporate any best practice learnings into campaign development and capability programme.