

<b>Job Title</b>	<b>Content Creator – Glenfiddich</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Global Marketing
<b>Location</b>	Shanghai
<b>Leader</b>	Global Head of Communications - Glenfiddich
<b>People Leadership</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>  Creating and optimising digital content for Glenfiddich in China for use on digital platforms. Ensuring Global Brand consistency and local Glenfiddich relevancy and business objectives are met. Responsible for the researching, conceiving, creating and editing content that resonates with the China audience, while optimising content for SEO and social media. Collaborating with Global Glenfiddich Communications Team, China Marketing Team, China Digital Team and China Customer Marketing to ensure content is the right fit for their plans.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Leading &amp; Optimising Content Creation: Develop Glenfiddich content formats, including brand posts, articles, social media posts, video and imagery in line with global guidelines.</li> <li>• Preparing and Managing Content Briefs: Ensuring clear content briefs are submitted, content developed aligned with the Content Plans.</li> <li>• Leading Optimization: optimizing content for search engines to improve visibility and reach.</li> <li>• creating engaging content</li> <li>• Cultural relevance: adjusting global, local content to suit different cultures and regions, while ensuring global consistency, in collaboration with China Marketing and China Digital teams.</li> <li>• Compliance: Ensure marketing, social media, digital data privacy compliance with support from WG&amp;S legal team.</li> <li>• Adhere to relevant WG&amp;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)</li> </ul>	