









Job Title	Global Digital Operations Manager
Location	Richmond
Business Unit	Branded Business Unit
Function	Global Marketing
Leader	Head of Growth & Optimisation
People Leadership	No
Job Level	4B
Role Purpose <p>Our Global Digital Operations Manager will support the digital acceleration of our business through the management of our 3rd party media and technology solutions. The candidate shall maintain the functionality of these tools on a daily basis and ensure that internal stakeholders are gaining the full value of these platforms.</p>	
Responsibilities: <ul style="list-style-type: none"> • Manage Global Taxonomy for the business, ensuring accurate application across global and local teams delivering training as required. • Ownership for our Global Ad server and digital dashboard operations, ensuring data is accurately captured and reflected in our reporting tools. • Responsible for the management of the digital benchmarking repository as well as the compilation of best practice learning reports from data sources and circulating findings quarterly to brand teams. • Manage key media deliverables (e.g. competitive analysis, digital capability programme, Nielsen analysis, timesheet reconciliations) from our global agency partners. • Manage the ongoing delivery and performance of asset libraries and marketing share points. • In partnership with key internal stakeholders (Brand, Creative and Commercial teams) maintain our Digital Asset Management solution, producing training materials and regular reports to drive effective usage. 	
Values <div> <div>  <p>BE PROUD We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> <div>  <p>BE RESPONSIBLE We expect every individual and their teams to be accountable and to perform to their full potential</p> </div> <div>  <p>BE SUSTAINABLE We wish to make a positive contribution to our communities and to our environment</p> </div> <div>  <p>BE PROFESSIONAL We value integrity, transparency, professionalism and constructive debate within a team working culture</p> </div> <div>  <p>BE ENTREPRENEURIAL We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p> </div> <div>  <p>THINK LONG TERM We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> </div>	



Core Competencies:

Deciding and Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes initiative, acts with confidence
- Initiates and generates activity

Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict

Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others

Presenting and Communicating Information

- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates an understanding of different organisational departments and functions

Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows respect and sensitivity towards cultural and religious differences.
- Deals with ambiguity, making positive use of the opportunities it presents.

Skills and Qualifications:

Essential:

- 3+ years working in a digital / media agency environment or in marketing with a keen interest in digital operations.
- Is excited by the opportunity to contribute to high impact brand campaigns and exploring new concepts and industry possibilities.
- Possesses excellent presentation and communication skills.
- Is a resilient self-starter, comfortable with ambiguity.
- Ability to demonstrate strong management and leadership skills.
- Experience in capability training.
- Wants to be part of a brilliant team and a great Company to work on some of the drinks industry's most iconic brands.

Desirable:

- Experience with dashboards and BI solutions (Tableau, Looker, Power BI, Datarama etc.)
- Experience with Digital Asset Management platforms (Widen, Bynder, Canto etc.)
- Experience or familiarity with CMS and low code/no code site builders (i.e. for CMS, Drupal for website builders, Shopify, Squarespace, Webflow etc.)

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