



Job Title	Global Connections Manager
Job Level	4A
Location	Richmond
Business Unit	Branded Business Unit
Function	Global Marketing
Leader	Head of Connections Planning & Advocacy
People Leadership	No

Role Purpose

Deliver best in class ‘Connections Strategy’ and ‘Omnichannel planning’ support for assigned Global Brand teams by working with the Head of Connections & Advocacy on key business projects.

Accountabilities

- Partner with assigned Global Brand Teams and Shopper Marketing on Path to Purchase mapping and diagnosis of marketing challenges and barriers as well as opportunities for growth through connections plans.
- Support Brand teams on preparing and delivering Connections briefs /Digital Activation briefs into our global agency partners that will deliver best in class strategies and plans.
- Partner with Global Brand Teams and wider stakeholders to build integrated omnichannel strategies and ecosystems across paid, owned and earned touchpoints to ensure effective delivery of brand’s connections plans. Support teams with any digital testing needs.
- Manage the briefing and delivery of effective digital plans, as managed through our global agency. This will encompass predominantly global social media planning, but will also encompass wider digital planning and digital partnerships at a global level.
- Manage global agency in digital media planning/buying to deliver best in class digital activations in service of a range of brand-building and conversion KPIs.
- Carry out ongoing reviews of digital campaigns in service of real-time optimisation across creative, audience segments, platform and context, and also delivery of post campaign analysis in partnership with brand teams.
- Act as Omnichannel Champion within appointed brand teams and ACE teams, sharing best practice and learnings as sprints/case studies become available from campaigns.

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products



Core Competencies:

<p>Deciding and Initiating Action</p> <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes initiative, acts with confidence • Initiates and generates activity 	<p>Relating and Networking</p> <ul style="list-style-type: none"> • 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
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> • 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 	<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> • 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
<p>Applying Expertise & Technology</p> <ul style="list-style-type: none"> • 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 	<p>Adapting and Responding to Change</p> <ul style="list-style-type: none"> • 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:

- 6+ years in connections planning or strategic media planning experience – client or agency.
- Strong digital planning experience, especially with regards to social media and performance marketing including direct experience in using FB Business Manager for campaign planning / buying.
- Proven ability to develop a variety of connections planning strategies to deliver brand and business results.
- Broad understanding of Influencer/ Media/ PR/ Brand Ambassador/ e-commerce/Advocacy.
- Strong analytical skills: ability to read and interpret digital planning data to enhance marketing performance. Need to be able to demonstrate experience here.
- Strong presentation skills

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