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| **Job Title** | Global Media Operations and CRM Manager |
| **Business Unit** | Branded Business Unit |
| **Function/Region** | Global Marketing |
| **Location** | Richmond or Dublin |
| **Leader** | Head of Growth & Testing |
| **People Leadership** | No |
| **Job Level** | 4B |
| **Role Purpose** Support the digital acceleration agenda through the management of our 3rd party media and technology solutions, by maintaining the functionality of these tools on a day to day basis as well as ensuring that key outputs are practically applied with brand teams and markets.  |
| **Accountabilities*** Manage Global Taxonomy for the business, ensuring accurate application across global and local teams delivering training as required.

 * Ownership for our Global Adserver 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 sharepoints.

* Partner with key local markets and support brand teams on implementation of global CRM programmes.
* Develop best practice learnings in relation to CRM and circulate to business quarterly and support key stakeholders on tech solution requirements.

 * Adhere to relevant WG&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).
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| **Values**C:\Users\proval\Downloads\267177_7.png |

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| **Core Competencies**

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| **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
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| **Analysing*** Analyses numerical data, verbal data and all other sources of information
* Breaks information into component parts, patterns and relationships
* Probes for further information or greater understanding of a problem
* Makes rational judgements from the available information and analysis
* Produces workable solutions to a range of problems
* Demonstrates an understanding of how one issue may be a part of a much larger system
 | **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
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| **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
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| **Skills and Qualifications*** 3+ years experience in digital/media agency or marketing.
* Demonstrable skills in reporting and analysis
* Experience with and management of tech stack solutions.
* Strong presentation skills and ability to simplify the complex.

Desirable:* CRM strategy or management experience
* Agency operations experience
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| Created by: | Cate Moore |
| Date: | 29th June 2021 |
| HRBP: | Liam Mac Namee |
| Date of last revision: | 8th July 2021 |