



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Senior Global Connections Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing - Advocacy, Connections & E-Commerce
Location	Dublin
Team Leader Role	Global Head of Connections Planning & Advocacy
Role Layer	3B
Team Composition	-
Role Purpose Deliver best in class 'Connections Strategy', 'Omnichannel Ecosystem planning' and activation, in partnership with the assigned Global Brand Teams. Support on maximising integration and optimal execution at both global and local levels. Collaborate with key stakeholders across Global teams and assigned Local markets to fast track capability building and learning within the Connections Planning discipline. Support the Head of Connections & Advocacy on key business projects.	
Accountabilities <ul style="list-style-type: none">• 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.• Work closely with assigned Global Brand Teams to prepare omnichannel briefs in line with WG&S omnichannel approach, ensuring delivery of Brand's omnichannel objectives.• Partner with Global Brand Teams and wider stakeholders to build robust and integrated omnichannel strategies and ecosystems across paid, owned and earned touchpoints to ensure effective delivery of Brand's connections plans.• Develop the connections strategy and activations plans within the Brand toolkit in partnership with assigned Global brand teams and the global connections agency.• Work with local marketing teams in assigned priority markets to translate and adapt global connections and activations plans to local context and embed in local brand plans.• Work with assigned local marketing teams, to create an effective and efficient activation plan, specifically on media/digital, using expertise from global/local connections agencies as needed.• Review performance on key campaigns launched together with local marketing teams and gather learnings to enhance effectiveness of future planning. Key focus on using data to enhance real-time performance of our KPIS, across a range of communications variables. Eg; content, audience segments, platforms etc,• Run annual Communications Health Reviews together with assigned brand teams and build plan to address development areas and monitor and track progress.• Support Head of Connections on delivery of the Global Connections agency scope and ad-hoc global/local projects, working with wider Advocacy, Connections & e-Commerce team as needed• Act as Omnichannel Champion within appointed brand teams and ACE teams, sharing best practice and learnings as sprints/case studies become available from campaigns.	
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