



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Head of Global Corporate Communications</b>
<b>Business Unit / Group Function</b>	Central Services
<b>BU Team / Sub-Function</b>	Global Corporate Communications
<b>Location</b>	SBP
<b>Team Leader</b>	Chief People Officer
<b>Team Members</b>	Yes
<b>Job Level</b>	3A
<b>Role Purpose</b>	
Responsible for global corporate communications activity: leading all internal communications activity in support of our corporate objectives and business priorities as well as all reputation management, including crisis and issues management; and working closely with the CEO and Executive Board to deliver a Company-wide communications approach that adds value to the business.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Lead the development and delivery of an innovative and creative internal communications approach that develops employee understanding of the business, drives motivation and enables and empowers colleagues to do their best work at WG&amp;S.</li><li>• Oversee all business wide communications, leadership communications, project specific communications and organise and manage activity to celebrate and build pride in the Company's culture and values.</li><li>• Work with the CPO to develop and communicate the employer brand (both internally and externally) in support of the corporate objectives and business priorities, ensuring that the brand remains in line with the WG&amp;S values and that we adopt innovative and creative ways to communicate our EVP to potential recruits via the careers website, LinkedIn and other relevant channels.</li><li>• Own and manage the corporate brand, reviewing its relevance and updating as necessary, all the while ensuring that it reflects the Company's values.</li><li>• Ownership and accountability for the WG&amp;S corporate website and employee intranet ensuring the overall design is in line with user needs; reflects our culture, brand, heritage, and values; and that a robust governance model is adopted.</li><li>• Lead on all external reputation management matters to protect the reputation of the business and the brands, including crisis and issues communications, establishing and reviewing processes and raising capability across the business.</li><li>• Manage all external corporate communications in line with the Company approach to external communications and work closely with the Brand teams to ensure consistent communications (excluding brand PR).</li><li>• Work with the Family Council and relevant Family shareholders in supporting the development of family communications where required.</li><li>• Create and develop a suitable measurement framework to understand the impact and effectiveness of both internal and external communications, and recommend/implement appropriate changes as necessary.</li><li>• Create and manage the Global Corporate Communications budget, ensuring suitable ROI for all expenditure.</li></ul>	



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<ul style="list-style-type: none"><li>• <b>Lead, motivate and develop the Global Corporate Communications team to maximise employee engagement and promote a high performing culture.</b></li></ul>	
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<b>Creation Date:</b>	01/06/2022
<b>HRBP:</b>	Michelle Smillie
<b>Date of last revision:</b>	08/03/2023