



Job Title	Global PR and Partnership Manager
Business Unit	BBU
Function/Region	Global Marketing
Location	London
Leader	Global Head of Meta Luxury
People Leadership	No
Job Level	4A
Role Purpose	
Champion Luxury PR and Partnerships within WG&S and externally to drive fame and association for WG&S META portfolio, a global communications plan for Standfast & Auctions and develop relevant external luxury partnerships that deliver brand and luxury objectives.	
Accountabilities	
<ul style="list-style-type: none"> • Collaborate with the Global Brand Teams in the development of PR Meta activation toolkits including Innovation. • Collaborate in the deployment of the PR toolkits with priority markets to ensure consistent high quality execution. • Lead the global development of Global Luxury Partnerships for Glenfiddich, Balvenie and Standfast Private Clients. • Lead the development of the WG&S Luxury PR playbook. • Lead the development of the Standfast Private Clients communications plan including Auctions PR program and new innovation launches. • Lead the internal communications plan for Global Luxury; including vision, approach, best practice and external learnings. • Collaborate with local markets and Global Brand Teams to ensure we have a global luxury PR communications annual plan in place. • Develop global luxury PR KPIs in collaboration with the global Advocacy, Connections and e-Commerce team. • Develop a consistent approach to PR media reporting. • Partner with the Global Luxury Director on the development of the Global Luxury Digital approach and plan. • Identify new tools, agencies and services to continuously introduce new thinking to help deliver best in class campaigns. • Develop and maintain strong professional and productive relationships with our external Luxury partners. Including creative agencies (PR, Experiential, Media), luxury networks (e.g Walpole, Agility) and brand & commercial collaborations. • 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). 	



Values

<p>BE PROUD We are proud of our brands, our heritage, and our commitment to superior quality in our products</p>	<p>BE RESPONSIBLE We expect every individual and their teams to be accountable and to perform to their full potential</p>	<p>BE SUSTAINABLE We wish to make a positive contribution to our communities and to our environment</p>	<p>BE PROFESSIONAL We value integrity, transparency, professionalism and constructive debate within a team working culture</p>	<p>BE ENTREPRENEURIAL We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p>	<p>THINK LONG TERM We are proud of our brands, our heritage, and our commitment to superior quality in our products</p>

Competencies

<p>Deciding & Initiating Action</p> <ul style="list-style-type: none"> Makes prompt, clear decisions which may involve tough choices or considered risks Takes responsibility for actions, projects and people Takes initiative and acts with confidence Initiates and generates activity 	<p>Working with People</p> <ul style="list-style-type: none"> Demonstrates an interest in and understanding of others Adapts to the team and builds team spirit Recognises and rewards the contribution of others Listens, consults others and communicates proactively Supports and cares for other Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses
<p>Formulating Strategies and Concepts</p> <ul style="list-style-type: none"> Works strategically to realise organisational goals Sets and develops strategies Identifies, develops positive and compelling visions of the organisation's future potential Takes account of a wide range of issues across, and related to, the organisation. 	<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> Focuses on customer needs and satisfaction Sets high standards for quality and quantity Monitors and maintains quality and productivity Works in a systematic, methodical and orderly way Consistently achieves project goals.
<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 appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity Demonstrates an understanding of different organisational departments and functions. 	<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> Speaks clearly and fluently 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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