



WILLIAM GRANT & SONS

## SENIOR COMMUNICATIONS MANAGER

<b>Job Title</b>	<b>Senior Communications Manager</b>
<b>Business Unit / Group Function</b>	WG&S UK
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Hook
<b>Team Leader</b>	Head of Connections Planning, WG&S UK
<b>Team Members</b>	n/a
<b>Job Level</b>	4A
<b>Role Purpose</b> A hands-on role that drives the development and execution of the WG&S UK PR plans to ensure that our brands are the first to mind for consumers. This role will lead PR activities within the UK and be responsible for brand activation through Earned communications including consumers, customers, influencers, partners, and colleague engagement.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Partner with brand teams to develop consumer and trade PR plans that drive brand growth and make our portfolio of brands the first to mind for consumers and trade audiences.</li><li>• Develop and maintain the annual activation and cultural calendar for the portfolio including brand tentpole moments and key cultural occasions to ensure we drive relevance with consumers at the right moments.</li><li>• Develop consumer-centric, insight-driven integrated campaigns that have a clear role for Earned Communications, synchronising with paid media and owned activity.</li><li>• Manage the WGS UK relationship with PR agency partners, including driving the direction, scope development and ongoing performance evaluation.</li><li>• Manage PR agencies active participation in Inter-Agency Team workstreams, ensuring a high standard of planning and execution and evaluating performance.</li><li>• Day to day management of press office including coverage monitoring and reporting, managing press enquiries, coordinating all press release and product mailings.</li><li>• Drive the measurement and evaluation of all PR campaigns, integrating with the wider campaign and brand objectives and taking accountability for full analysis and learning agenda.</li><li>• Collaborate with Advocacy &amp; Events Senior Manager and Head of Connections Planning to ensure fully integrated plans and realise full value of activities.</li><li>• Manage and control annual PR budget and brand investments in line with UK Marketing strategy.</li><li>• Manage the corporate communications function within the UK, being key point of contact for internal community, including crisis management and managing internal events.</li><li>• Promote WG&amp;S UK as a Centre of Excellence within the wider WG&amp;S group. Fully evaluate and share learnings, best practices within the UK and globally, where applicable.</li></ul>	
<b>Created by:</b>	Olivia Reidy
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INDEPENDENT FAMILY  
DISTILLERS SINCE 1867

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