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| Job Title | Senior Global Connections Manager |
| Job Level | 3B |
| Location | Dublin or London |
| Business Unit | Global Marketing |
| Function | ACE |
| Leader | Susie O'Donoghue |
| People Leadership | N/A |

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

- 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.

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We respect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products



Core Competencies

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| <p>Deciding and Initiating Action</p> <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes initiative, acts with confidence • Initiates and generates activity | <p>Relating and Networking</p> <ul style="list-style-type: none"> • 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 |
| <p>Persuading & Influencing</p> <ul style="list-style-type: none"> • Makes a strong personal impression on others • Gains clear agreement and commitment from others by persuading, convincing and negotiating • Promotes ideas on behalf of self or others | <p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> • 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 |
| <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 an understanding of different organisational departments and functions | <p>Adapting and Responding to Change</p> <ul style="list-style-type: none"> • 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. |

Skills and Qualifications

Essential:

- 10+ years in Strategic connections planning or strategic media planning experience – client or agency.
- Strong digital capabilities and experience, especially with regards to data strategy & application.
- Proven ability to drive connections planning to deliver brand and business results.
- Broad understanding of Influencer/ Media / PR/ Brand Ambassador/ e-commerce/Advocacy.
- Experienced in content strategy development across communications channels.
- Strong understanding of agency practice & pricing (media & fees).
- Ability to demonstrate strong management and leadership skills.
- Strong analytical skills: ability to read and interpret brand & business diagnostics to make actionable conclusions, to be able to constructively question conclusions of partner agencies where appropriate (e.g. on brand health, competitive reviews etc.) Able to demonstrate a track record in developing, cascading and embedding best practice/training.
- Strong presentation skills

Desirable:

- Experience with recognised leaders in marketing communication highly desirable.
- Proven skills in collaboration.
- Multi-market planning experience.

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| Created by: | Susie O'Donoghue |
| Date: | 16 th July 2021 |
| HRBP: | Liam Mac Namee |
| Date of last revision: | 19 th July 2021 |