



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global Brand Manager, PR & Advocacy
Internal Reference	BBUMK-009
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing - Global Brand Teams
Location	Richmond
Team Leader Role	Global Marketing Manager
Role Level	4A
Team Members	No
Role Purpose Develop and deliver brilliant and creative global PR & Advocacy programmes in order to step change the Brands's cultural relevance and luxury credentials.	
Accountabilities <ul style="list-style-type: none">Develop and implement a global PR & Advocacy programme for the brand including Fame building partnerships, values led initiatives, occasion based activity and NPD launches in collaboration with the NPD commercialisation manager.Manage the day-to-day activities as well as the wider strategic relationship with the brand PR agency and relevant partners.Engage key stakeholders across global functions, local marketing teams and in market to ensure alignment and engagement in brand strategy and programmes as well as ensuring that projects meet their ultimate objectives.Collaborate with the brand communications team (i.e. brand, insights & Advocacy, Connections & E-commerce) to build a 360 degree comms plan with PR & Advocacy as a key pillar.Support local marketing teams in translating global brand plans into compelling, differentiated local brand plans that are executable and relevant to the local market and consistent with global guidelinesSet and track KPIs for PR & Advocacy against commercial performance and budgets, recommending appropriate course correction to ensure all targets are met.Work closely with local market teams to drive market performance and provide local markets with appropriate insight & content to drive the brand locally.Monitor and evaluate competitive activity, in collaboration with Global Insights & Analytics teams, making key recommendations that keep the brand on its planned value growth trajectory.Support development of META brand growth drivers, campaigns and toolkits and support launch of luxury initiatives in markets in collaboration with the Global Luxury Team.Continually monitor and evaluate competitive activity in PR & Advocacy, both in and out of the category, making key recommendations that keep the brand on its planned value growth trajectory.Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy.	
Created by:	Gráinne Saunders
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INDEPENDENT FAMILY
DISTILLERS SINCE 1867

WILLIAM GRANT & SONS