



Job Title	Global Brand Manager – Glenfiddich
Job Level	4A
Location	Richmond
Business Unit	Marketing
Function	Global Marketing
Leader	Global Marketing Manager
People Leadership	n/a
Role Purpose	
Develop and deliver brilliant and creative global PR & Advocacy programmes in order to step change Glenfiddich’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 Glenfiddich communications team (i.e. brand, insights & Advocacy, Connections & E-commerce) to build a 360 degree comms plan with PR & Advocacy as a key pillar. • Set 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. • 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:	
Date:	
HRBP:	
Date of last revision:	