



WILLIAM GRANT & SONS

SENIOR ADVOCACY MANAGER

Job Title	Senior Advocacy Manager
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Marketing
Location	Hook
Team Leader	Head of Connections Planning, WG&S UK
Team Members	n/a
Job Level	4A
Role Purpose Lead the UK advocacy strategy development and implementation, coordinating the UK brand ambassador team to deliver powerful advocacy programming. Management of flagship events and portfolio advocacy programmes that showcase our Brands and Business to key stakeholders including Customers, Consumers, Trade & internal colleagues (local & global).	
Accountabilities Build a strong vision: <ul style="list-style-type: none">• Define and execute the UK advocacy strategy to make our brands the first to mind for the trade community.• Lead the UK's trade advocacy strategy and flagship programme, the 1887 Collective, designing and delivering the strategy and programme with key stakeholders, ensuring internal and external promotion, both locally and globally in collaboration with agency team.• Partner with the UK Marketing Team as part of Integrated Business Planning and brand plan execution to identify the role for advocacy and articulate key activities across the annual plan.• Work with Ambassador team to define activity calendar, secure bartender partnership and build amplification plans.• Lead the digital agenda with a clear role for Advocacy including activation, amplification, and capability. Execute powerful programmes: <ul style="list-style-type: none">• Be the lead UK point of contact for the UK Brand Ambassador team, coordinating brand advocacy plans, content creation, regular meetings, portfolio initiatives and cultural advocacy programming.• Support Ambassadors build Advocacy programmes in line with big bets, ensuring that each has clear measurement and multichannel consideration.• Embed Minimum Execution Standards measurement in the Brand Ambassador Team, in partnership with the Commercial Team.• Drive flagship brand advocacy campaigns and integrate with broader Connections Plans. Drive our people and presence: <ul style="list-style-type: none">• Nurture, develop and mentor team of Ambassadors with clear Personal Development Plans including digital agenda, touchpoint planning, training requirements and career development.• Identify Industry key influencers and creators by brand to build long term relationships and partnerships for brand initiatives.	



WILLIAM GRANT & SONS

- Drive cross functional support to the business, supporting the Route To Consumer agenda, customer marketing teams as well as cultural and brand advocacy.
- Host key influencers, trade, and guests at our brand homes, in partnership with the Brand Ambassador team.
- Support Senior Communications Manager to deliver best in class internal Company activities that educate/inform/inspire and motivate our Colleagues (locally/globally where applicable) and deliver consistent messaging around our Leadership Agenda.
- Manage and control annual Advocacy budget, as well as securing, managing, and controlling A&P budget.

Created by:	Olivia Reidy
Creation Date:	June 2023
HRBP:	Melissa Thomas
Date of last revision:	June 2023