

Job Title	Manager, US Communications
Business Unit	ODCBU
Function/Region	Marketing
Location	New York, NY
Leader	Director, US Communications
People Leadership	N/A
Job Level	4B
Role Purpose To serve as an internal specialist to the marketing team to ensure that our brands and our company get a disproportionate share of voice and mind within traditional, non-traditional (e.g. influencers), social media and other external platforms and, by extension, with our trade partners and consumers.	
Accountabilities <ul style="list-style-type: none"> • Partner with the respective marketing managers to develop break-through PR strategies within traditional and new media channels; identify and share good & best practices, measurement and evaluation to improve decision making • Effectively communicate with cross-functional teams (Region Marketing, E-commerce, Luxury, Sales, etc.) to identify PR-able opportunities across different markets and leverage key moments to showcase brands • Collaborate with brand teams to develop strategic influencer marketing programs; identifying likeminded partners and brands that help increase awareness and authentically share our key messages • Engage in effective media relations by fostering current relationships and forming new ones within key trade, business, luxury and consumer outlets; manage PR agency to ensure stories are being told to the appropriate outlets/journalists in order to garner positive results; and arm, inspire and upskill the HQ agency with the knowledge and expertise to help them create and implement effective PR and advocacy campaigns • In conjunction with the Director, US Communications, developing, implementing & evaluating a media relations/outreach strategy that amplifies existing brand activities & leverages internal resources (i.e. brand ambassadors) to ensure our brands garner fair share coverage/placements in all related feature articles, product reviews, seasonal entertainment & lifestyle features at both a national & local market level • Oversee annual Advocacy budget in conjunction with Director, US Communications while managing invoicing process • Manage Entertainment Specialist (MPR) to secure appropriate sponsorships, product placements and partners within film, tv & music in addition to all other earned specialty agency partners (Dana Dynamite, etc.) • Help manage the company's relationship with PR/advocacy agencies and complement their efforts by (a) maintaining key relationships within the media and (b) leading the execution of key events and initiatives both internal and external. • Liaise between cross-functional teams (E-commerce, Region Marketing, Luxury, Sales, etc.) to ensure consistent messaging and identify opportunities that result in earned media. • Execute the company's internal communications by championing PR, providing information for internal teams to excite external partners and posting consistent business updates and marketing team news on fetch to an internal global WG&S audience. 	

Values



BE PROUD

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



BE RESPONSIBLE

We expect 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:

Relating and Networking:

- 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
- Uses humour appropriately to enhance relationships with others

Creating and Innovating:

- Produces new ideas, approaches or insights
- Creates innovative products or designs
- Produces a range of solutions to problems
- Seeks opportunities for organizational improvement
- Devises effective change initiatives

Persuading and Influencing

- 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
- Makes effective use of political processes to influence and persuade others

Presenting and Communicating Information

- Speaks clearly and fluently
- 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

Achieving Personal Work Goals and Objectives

- Accepts and tackles demanding goals with enthusiasm
- Works hard and puts in longer hours when it is necessary
- Seeks progression to roles of increased responsibility and influence
- Identifies own development needs and makes use of developmental or training opportunities.

Adhering to Principles and Values

- Upholds ethics and values
- Demonstrates integrity
- Promotes and defends equal opportunities, builds diverse teams
- Encourages organisational and individual responsibility towards the community and the environment

Skills and Qualifications:**Essential:**

- Bachelor's degree required
- Minimum 5 years of prior PR/communications experience; beverage/alcohol industry a plus
- Experience at PR agency preferred
- Previous management of PR agencies preferred
- Strong understanding of traditional and new media to capitalize on the right opportunities
- Strong understanding of cultural & industry trends
- Experience in managing influencer relationships & brand partnerships
- Creative & innovative thinking
- Strong written & verbal communication skills
- Ability to act as a consultant within team structure
- Influencing & partnering abilities
- Interpersonal effectiveness
- Ability to challenge ways of working and possess the rigor to evaluate & ensure continuous improvement