

Job Title	Global Insights Manager
Business Unit	BBU
Function/Region	Insights & Analytics
Location	Richmond / Dublin
Leader	Global Head of Insights
People Leadership	n/a
Job Level	4A
Role Purpose	
<p>Support the growth of core brands with ideas and insights that champion the consumer in all decisions and enable adoption of global brand strategies and assets via a strong partnership with Global Brand Teams. Operate as an ambassador for the Insights & Analytics function across the business.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Partner with global brand team(s) on priority projects to ensure that insights and learnings are objectively presented and funnelled into decisions, plans and toolkits in a way that champions the voice of the consumer • Support building of audience profiles of target consumers and shoppers to aid the delivery of relevant assets and effective plans to step-change the global brand teams' understanding and application of consumer insight in brand strategy and planning • Manage global insight studies with partner agencies relating to global brand team priorities across key areas of strategy and execution and ensure adoption of learnings into plans and toolkits • Support the delivery of the marketing insights agenda, via management of all marketing data, including the research of priority global assets and analysis of campaign and brand performance • Support the global brand team measurement and evaluation of priority global brand assets each year, and ensure learnings are built into decisions and the annual planning cycle • Collaborate effectively and closely with the ODC insight teams using common approaches to insights to accelerate the flow of insight between local and global teams • Ensure all projects are delivered efficiently and effectively through strong process and budget management with effective management of agencies • Develop and maintain strong professional and productive relationships with external partner agencies 	
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Date:	23 rd April 2021
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Date of last revision:	