



<b>Job Title</b>	<b>Global Head of Behavioural Science</b>
<b>Job Level</b>	3A
<b>Location</b>	Richmond / Dublin
<b>Business Unit</b>	Insights & Analytics
<b>Function</b>	Marketing
<b>Leader</b>	Global Director Insights & Analytics
<b>People Leadership</b>	2 direct reports
<b>Role Purpose</b>	
<p>Lead a team that designs and builds experiments using human-centric design principles to inject data-driven behavioural insights into our marketing execution and support development of a pipeline of opportunities for new brands/products, packaging and/or services</p>	
<b>Responsibilities</b>	
<ul style="list-style-type: none"> <li>• Generate unique insights into consumers and shoppers using human-centric design and ethnographic approaches</li> <li>• Combine those insights with quantitative analysis done with advanced analytical methods and statistical techniques and test them for robustness to continually learn and improve our knowledge base of behavioural insights.</li> <li>• Codify insights into useable outputs which drive business value and enable a learning culture across brand teams that drive adoption of insights through the asset development process.</li> <li>• Build and develop audience profiles of target consumers and shoppers to aid the delivery of relevant assets and effective plans</li> <li>• Identify relevant and actionable personas and segments, tailored to brand/category and market: journeys, personas, segmentation models for top 10 BMCs and all major campaigns / innovations.</li> <li>• Drive the transformation of how WG&amp;S views consumer and shoppers, supporting innovation efforts to find new ways to connect our brands to consumers and shoppers</li> <li>• Define user journeys, pain points and frictions (for priority segments in key brand / market combinations) in line with brands' marketing objectives.</li> <li>• Iteratively design, test and refine disruptive products and services.</li> <li>• Use divergent design thinking techniques for the conceptual development of products or services and communicate design ideas using techniques, including product concepts, service models, customer journeys, industrial designs, system maps and/or infographics.</li> <li>• Turn insights into recommendations for brand plans, campaigns, media plans and innovation activities. Over time inform every step of brand strategy with experiment learnings.</li> <li>• Build and lead a highly capable team with a practical and thorough approach to all the team activities, continuously develop the capabilities of the team and all team members</li> <li>• Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration</li> <li>• Manage the agenda of the Behavioural science team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources</li> </ul>	

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Date of last revision:	