



Job Title	Consumer Experimentation & Design Lead
Business Unit	Branded Business Unit
Function/Region	Global Marketing
Location	Richmond
Leader	Global Head of Consumer Experimentation & Design
People Leadership	None
Job Level	4A
Role Purpose	
Drive the next chapter of growth in the spirits industry through partnering with our brands to become more human centred. Design and run agile projects leveraging deep human centred insights, design thinking / lean techniques in iterative experiments for campaign & innovation briefs.	

Accountabilities

- Partner with brand teams as ‘Experiment Lead’ to understand business challenges and create briefs, designing and executing experiments for a project from insight to proposition design.
- Generate unique insights into consumers and shoppers using human-centric design and ethnographic approaches to understand behaviours, pain points, needs and aspirations (deliverables may include summaries & recommendations from netnography, video diaries, participatory / observatory forums, diary studies, in-moment surveys, digital interviews, observatory ethno, polls & surveys, external data scraping briefs and eye tracking).
- Responsible for driving projects and working with Social and Content teams to define and execute the plan in partnership and review robustness of insight gained through scaling to wider insights.
- Use divergent design thinking and or lean techniques to communicate ideas and develop and test at scale product and service concepts (deliverables may include market & opportunity sizing, external landscape research, product concepts, service models, personas, jobs to be done, customer journeys, industrial designs, system maps and/or infographics, prioritisation frameworks & workshop design & facilitation, value proposition, business model canvases and business cases).
- Define user journeys, pain points and frictions (for priority segments in key brand / market combinations) in line with brands’ marketing objectives.
- Iteratively design, test and refine disruptive products and services.
- Codify and articulate project artefacts into compelling creative materials which summarise learnings to drive business value for brand plans, campaigns, media plans and innovation activities.
- Drive the transformation of how WG&S views consumers and shoppers bringing to life our audiences in an engaging way that is embedded into the way we think and plan.
- Build relationships and manage a wide cross section of stakeholders including Brand Managers, working closely with local and global teams across Social, Content and Insights.

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:

<p>Analysing</p> <ul style="list-style-type: none"> Analyses numerical data, verbal data and all other sources of information Breaks information into component parts, patterns and relationships Probes for further information or greater understanding of a problem Makes rational judgements from the available information and analysis Produces workable solutions to a range of problems Demonstrates an understanding of how one issue may be a part of a much larger system. 	<p>Applying Expertise and Technology</p> <ul style="list-style-type: none"> Applies specialist and detailed technical expertise Develops job knowledge and expertise through continual professional development Shares expertise and knowledge with others Uses technology to achieve work objectives Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity Demonstrates an understanding of different organisational departments and functions
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> 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 	<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> Focuses on customer needs and satisfaction Sets high standards for quality and quantity Monitors and maintains quality and productivity Works in a systematic, methodical and orderly way Consistently achieves project goals.
<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> 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 	<p>Deciding and Initiating Action</p> <ul style="list-style-type: none"> Makes prompt, clear decisions which may involve tough choices or considered risks Takes responsibility for actions, projects and people Takes initiative, acts with confidence and works, Initiates and generates activity

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