



Job Title	Global Head of Insights
Job Level	3A
Location	Richmond / Dublin
Business Unit	Marketing
Function	Global Marketing
Leader	Global Director Insights & Analytics
People Leadership	6-8 direct reports
Role Purpose	
<p>Transform the consumer planning agenda across the marketing department, driving impact with global brand teams with insights, thought leadership and best practices across the core brands while bringing consistency to insights approaches and methodologies across WG&S to support brand building</p>	
Responsibilities	
<ul style="list-style-type: none"> • Develop and embed an approach to consumer segmentation that brings understanding to the role of people, occasion and motivation and step changes the global brand teams' understanding and application of consumer insight in brand strategy and planning • Lead the marketing effectiveness agenda, driving capability through bringing thought leadership and best practise in emerging areas of marketing science and embedding consistent approaches to brand building across the global and local marketing department • Transform WG&S's learning agenda: up weighting the focus, buy in and application of measurement and evaluation that evidence more effective and efficient spend of A&P • Lead the brand planning process within global marketing, enabling insight interventions in such a way that enables a clear link between insight and action in our plans • Codify best practise in the execution of ad hoc research and delivery of insight programs (e.g.: positioning, packaging, communications, innovation), including setting the methodological standards, common approaches and productive and professional agency agencies relationships to underpin this work • Lead the global continuous brand health and landscape tracking programs in WG&S, ensuring continual improvement in both the approach and output • Build and lead a highly capable senior team with a practical and thorough approach to all the team activities, continuously develop the capabilities of the team and all team members • 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 (also with 3PDs where possible) • 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 • Manage the agenda of the Insights team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources • Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW) 	

Created by:	
Date:	



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