



| | |
|--------------------------|---|
| Job Title | Senior Strategy & Insight Manager – Global Travel Retail |
| Job Level | 4A |
| Location | Richmond |
| Business Unit | GTR |
| Function | Strategy |
| Leader | Head of Brand Marketing - GTR |
| People Leadership | n/a |

Role Purpose

Leads the strategic direction for the GTR channel, aligning the consumer and shopper needs with category, customer and commercial opportunities. Define the white space opportunity for our brands and outline our NPD pipeline to deliver the 5YP. Lead the GTR research and data agenda in order to deliver the appropriate insight for the channel. Engage and inform leadership and global teams and creatively communicate insight and opportunities to the commercial/marketing team to add value and drive thought leadership with customer base

Responsibilities

- Airport and Customer universe mapping with relevant targets defined on basis of value optimisation and delivery of financial and brand objectives.
- Mapping potential scenarios for airport retail concession change – risk of exposure
- Define future product white space and product pipeline through understanding consumer & shopper insight & value pool analysis - designing and executing through that insight.
- Risk analysis, creation and execution of a plan to represent WG&S on relevant tradebodies, gather intelligence on risks and build plans to mitigate them
- Develop audience profiles, segments and missions of target consumers and shoppers to aid the development and delivery of our brand and commercial plans
- Own GTR datasets across sales, pricing & execution with appropriate platforms, reporting and insight generation.
- Lead analysis and debrief of industry performance data i.e. IWSR
- Lead annual strategic planning cycle including five-year plan creation and delivery for the channel
- Lead global insight studies with partner agencies relating to GTR team priorities across key areas of strategy and execution and ensure adoption of learnings into plans and toolkits



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>Leading & Deciding 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 and acts with confidence • Initiates and generates activity | <p>Formulating Strategies and Concepts</p> <ul style="list-style-type: none"> • Works strategically to realise organisational goals • Sets and develops strategies • Identifies, develops positive and compelling visions of the organisation's future potential • Takes account of a wide range of issues across, and related to, the organisation |
| <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>Applying Expertise & 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>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> • Keeps up to date with competitor information and market trends • Identifies business opportunities for the organisation Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value |



Skills and Qualifications:

Essential:

- Educated to degree level or equivalent, in a relevant business or related subject
- Solid experience in market level commercial leadership roles in Alc-Bev industry
- International experience preferred in developed and developing market environments
- Highly experienced in territory and journey plan mapping and mapping/segmenting
- Ability to engage, influence and partner senior stakeholders internally and externally
- Strong ability to multi-task in fast-paced environment
- Resilience and ability to deliver results in environments of volatility and ambiguity
- Proven track record in delivery of results through indirect resources and teams

Desirable:

- Experience in business strategy
- Experience in pricing and net revenue management
- Committed to driving a high performance culture
- Analytical, strong financial awareness and commercial judgement
- Committed to ongoing personal development to enhance commercial capability
- Willingness to take responsibility and problem solve
- Ability to quickly move from big picture into the detail and back again

| | |
|------------------------|-----------------|
| Created by: | Adam Green |
| Date: | 15/11/2021 |
| HRBP: | Jamilla Bourkas |
| Date of last revision: | |