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| <b>Job Title</b>         | <b>Assistant(e) chargé(e) d'études marketing &amp; insights</b>  |
| <b>Job Level</b>         | Internship                                                       |
| <b>Location</b>          | Saint Ouen                                                       |
| <b>Business Unit</b>     | Marketing – WG&S France                                          |
| <b>Function</b>          | Alternant(e) Assistant/e chargé/e d'études marketing & insights  |
| <b>Leader</b>            | Marine ROBERT - Responsable Etudes Marketing/ CMI Manager France |
| <b>People Leadership</b> | N/A                                                              |

## **Rôle profil :**

L'Assistant(e) chargé(e) d'études marketing & insights travaille en collaboration avec les équipes marketing, aide à la conduite des études Datamining et ad hoc (qualitatives et quantitatives), aide à fournir et interpréter des données de consommation et de marché pour les clients internes à l'aide de prestataires de services et/ou d'outils internes appropriés.

## **Principales missions :**

1. Analyse de la performance du marché des spiritueux en GMS et en On-trade (bars, hôtels, restaurants) de façon mensuelle, à l'aide des données des panels Distributeurs et Consommateurs (Nielsen)
2. Gestion de projets d'études marketing qualitatifs et quantitatifs tels que tests pub, études d'image de marque, études consommateurs, du brief à la présentation des résultats en passant par le questionnaire et le terrain d'étude
3. Travail de benchmark, veille concurrentielle et identification de pistes d'opportunités pour William Grant & Sons
4. Rôle de support des fonctions marketing et commerciales pour l'utilisation des panels et communication interne des résultats pour une bonne utilisation des études ad-hoc.

## **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:

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                      |
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| <b>Deciding &amp; Initiating Action</b> <ul style="list-style-type: none"> <li>Makes prompt, clear decisions which may involve tough choices or considered risks</li> <li>Takes responsibility for actions, projects and people</li> <li>Takes initiative and acts with confidence</li> <li>Initiates and generates activity</li> </ul>                                                                                                                                                                                                                              | <b>Leading &amp; Supervising</b> <ul style="list-style-type: none"> <li>Provides others with a clear direction</li> <li>Sets appropriate standards of behaviour</li> <li>Delegates work appropriately and fairly</li> <li>Motivates and empowers others</li> <li>Provides staff with development opportunities and coaching</li> </ul>                                               |
| <b>Persuading &amp; Influencing</b> <ul style="list-style-type: none"> <li>Makes a strong personal impression on others</li> <li>Gains clear agreement and commitment from others by persuading, convincing and negotiating</li> <li>Promotes ideas on behalf of self or others</li> <li>Makes effective use of political processes to influence and persuade others</li> </ul>                                                                                                                                                                                      | <b>Delivering Results &amp; Meeting Customer Expectations</b> <ul style="list-style-type: none"> <li>Focuses on customer needs and satisfaction</li> <li>Sets high standards for quality and quantity</li> <li>Monitors and maintains quality and productivity</li> <li>Works in a systematic, methodical and orderly way</li> <li>Consistently achieves project goals.</li> </ul>   |
| <b>Applying Expertise &amp; Technology</b> <ul style="list-style-type: none"> <li>Applies specialist and detailed technical expertise</li> <li>Develops job knowledge and expertise through continual professional development</li> <li>Shares expertise and knowledge with others</li> <li>Uses technology to achieve work objectives</li> <li>Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity</li> <li>Demonstrates an understanding of different organisational departments and functions</li> </ul> | <b>Coping with Pressures &amp; Setbacks</b> <ul style="list-style-type: none"> <li>Works productively in a pressurised environment</li> <li>Keeps emotions under control during difficult situations</li> <li>Balances the demands of a work life and a personal life.</li> <li>Maintains a positive outlook at work.</li> <li>Handles criticism well and learns from it.</li> </ul> |

## Skills and Qualifications :

### Essential :

En Ecole Supérieure de Commerce / Université, vous êtes spécialisé(e) en marketing, vous avez idéalement une première expérience réussie en stage ou en alternance en tant qu'Assistant(e) Chef de Produits ou Chargé(e) d'études de préférence dans la grande distribution.

Une bonne maîtrise des fonctions de Powerpoint et Excel est indispensable.

Autonomie, très grande rigueur, curiosité et capacités relationnelles sont des atouts pour la réussite de vos missions.

### Desirable:

- Une expérience ou une première approche des panels Distributeurs ou Consommateurs serait un plus (Nielsen, IRI, Kantar, NPD...).

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| Created by:            | Marine ROBERT     |
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| HRBP:                  | Clotilde OLLIVIER |
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