



WILLIAM GRANT & SONS

## INSIGHTS MANAGER

<b>Job Title</b>	<b>Insights Manager</b>
<b>Business Unit / Group Function</b>	WG&S UK
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Hook
<b>Team Leader</b>	Head of Insights and Analytics
<b>Team Members</b>	n/a
<b>Job Level</b>	4B
<b>Role Purpose</b>	
Support the growth of WG&S brands with ideas and insights that champion the consumer and shopper in all decisions. Operate as an ambassador for the Insights & Analytics function across the business.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Create audience profiles of target consumers and shoppers to aid the delivery of relevant assets and effective plans to support brand teams' understanding and application of consumer insight</li><li>• Manage the implementation of the team's consumer and shopper data strategy; including the leveraging of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> party data to unlock insights and value for core and innovation brands – Support brand &amp; global insight teams on ad hoc insight requests utilising available data sources.</li><li>• Manage ad hoc insight studies with partner agencies relating to marketing and brand team priorities across key areas of strategy and execution and ensure adoption of learnings into plans and toolkits</li><li>• Manage the evaluation of priority brand assets and campaigns each year, supporting a culture of continuous learning and ensuring global insights and data are fed into this approach, leading to more effective and efficient advertising and promotional spend</li><li>• Funnel data and learnings from the continuous projects e.g., Kantar Worldpanel, Kantar Alcovision consumption data, brand health tracking and social listening, and from the analytics team and the global brand teams, ensuring the latest data and learnings drive ad hoc decisions and support the annual planning process</li><li>• Support brand planning and the five year planning process with trends reporting and presenting &amp; assimilating all latest insight into brand planning decks for key brands.</li><li>• Support the roll out of marketing capability programs, ensuring consistent approaches to brand building across the local marketing function</li><li>• Collaborate effectively with ODC insight teams in learning and sharing common approaches to insights to accelerate the flow of insight between teams</li></ul>	



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- Ensure all projects are delivered efficiently and effectively through strong process and budget management with effective management of agencies
- Ensure efficiency and effectiveness of business & insights sharing – through insights directory, business & brand health reporting – managing key agency partners to get the most from these studies.
- Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy

<b>Created by:</b>	Simon Ramm
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<b>HRBP:</b>	Melissa Thomas
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