



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Global Insights Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Insights & Analytics
Location	Richmond
Team Leader	Global Head of Insights
Team Members	N/A
Job Level	4A
Role Purpose Support the growth of core brands with ideas and insights that champion the consumer in all decisions and enable adoption of global brand strategies and assets via a strong partnership with Global Brand Teams. Operate as an ambassador for the Insights & Analytics function across the business.	
Accountabilities <ul style="list-style-type: none">• Partner with global brand team(s) on priority projects to ensure that insights and learnings are objectively presented and funnelled into decisions, plans and toolkits in a way that champions the voice of the consumer• Support building of audience profiles of target consumers and shoppers to aid the delivery of relevant assets and effective plans to step-change the global brand teams' understanding and application of consumer insight in brand strategy and planning• Manage global insight studies with partner agencies relating to global brand team priorities across key areas of strategy and execution and ensure adoption of learnings into plans and toolkits• Support the delivery of the marketing insights agenda, via management of all marketing data, including the research of priority global assets and analysis of campaign and brand performance• Support the global brand team measurement and evaluation of priority global brand assets each year, and ensure learnings are built into decisions and the annual planning cycle• 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• Ensure all projects are delivered efficiently and effectively through strong process and budget management with effective management of agencies• Develop and maintain strong professional and productive relationships with external partner agencies	
Created by:	Iain Leopold
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