



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	GTR Head of Category & Analytics
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	GTR
<b>Location</b>	Richmond
<b>Team Leader</b>	GTR Regional Managing Director
<b>Team Members</b>	2 x GTR Category Managers
<b>Job Level</b>	3B
<b>Role Purpose</b>	
<p>This role will support GTR to lead the category agenda when it comes to Malts and Premium+ Gin within GTR. This role forms part of a hyper commercial team, responsible for leveraging customer data, category and shopper insights to improve our brand presence, performance and investment returns.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Ownership of all customer/category data, other data sources such as Pax data its consolidation and analytics</li><li>• Leads annual planning cycle - IBP. Macro, consumer, shopper, channel, category, customer and competitor analysis</li><li>• Partners with Global Insights team to structure BHT</li><li>• Identifies future opportunity spaces through analysis and aligned to key business objectives</li><li>• Lead category management team in developing commercial arguments to improve our brand performance and establish category captaincy/advisor status</li><li>• Owns GTR Prioritisation model, key RTC tool for the channel maximizing value and optimising brand activation and investment</li><li>• Supports M&amp;E, providing evaluation on scorecards to optimise A&amp;P investments and share key learnings</li><li>• Sits on the GTR Senior Leadership Team and contributes towards delivering the GTR agenda on people, business and brands, in line with the 5YP.</li><li>• Manage the agenda of the Category team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources</li><li>• Build and lead a highly capable team with a practical and thorough approach to all the team activities, continuously develop the capabilities of the team and all team members. Maintain and strengthen robust processes, in accordance with WGW, whilst supporting GTR to deliver its performance and achievement of objectives.</li></ul>	
<b>Created by:</b>	Rufus Parkinson (GTR Regional Managing Director)
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<b>HRBP:</b>	Jack Arnold
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