



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Consumer Insights Manager
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	US Marketing
<b>Location</b>	New York, NY
<b>Team Leader</b>	Director, Analytics & Insight
<b>Team Members</b>	No
<b>Job Level</b>	4A
<b>Role Purpose</b>	
<p>The Consumer Insights Manager will lead consumer insights that champion the consumer and shopper in all decisions and enable the adoption of more effective brand and business building consumer first strategies and assets, working in close partnership with Marketing and Commercial Teams. This role will operate as an ambassador for the Insights &amp; Analytics function across the business, and they will lead thinking and be a critical component of our consumer-focused M&amp;E agenda.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Build a strong partnership with brand team(s) that ensures all insights and learnings are objectively presented and funnelled into decisions, plans and toolkits in a way that champions the voice of the consumer</li><li>• Embed audience profiles of target consumers and shoppers to aid the delivery of relevant assets and effective plans to step-change the brand teams' understanding and application of consumer insight</li><li>• Manage and lead first party research with agency partners and ensure results deliver against brand or shopper marketing needs and are focused on the consumer</li><li>• Undertake measurement and 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 spend of A&amp;P</li><li>• Lead the development and implementation of the team's consumer and shopper data strategy; including the leveraging of 1st, 2nd and 3rd party data to unlock insights and value for core and innovation brands</li><li>• Funnel data and learnings from the continuous projects, and from the analytics team into the global brand team, ensuring the latest data and learnings drive ad hoc decisions and support the annual planning process</li><li>• Ensure application and adoption of marketing capability programs, identifying best practise in emerging areas of marketing science and embedding consistent approaches to brand building across the global and local marketing department</li><li>• Collaborate effectively with global insight teams using common approaches to insights to accelerate the flow of insight between local and global teams</li><li>• Develop and maintain strong professional and productive relationships with external partner agencies</li><li>• Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&amp;S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy</li><li>• Work closely with Comms Planning Director to build consumer insights and M&amp;E for our media plans delivering more efficient and effective plans as a result</li></ul>	