



<b>Job Title</b>	<b>Global Head of NTW Innovation</b>
<b>Job Level</b>	3A
<b>Location</b>	Dublin/ London
<b>Business Unit</b>	BBU
<b>Function</b>	Global Marketing
<b>Leader</b>	Global Director of Innovation
<b>People Leadership</b>	4 direct reports
<b>Role Purpose</b>  Lead New To World (NTW) Innovation agenda, in service of the global innovation vision and strategy. Partner with the Global Innovation Director to determine a NTW innovation pipeline, informed by consumer needs / trends and white space opportunities that create future disruption for the category. Prioritise projects across the team, develop a strong team culture and lead them for breakthrough outcomes	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Work closely with the Global Innovation Director to determine the NTW Innovation strategy and opportunity pools over the next 5-10 year timeline, ensuring alignment to the overarching global innovation vision and strategy, in line with Crosshairs framework</li> <li>• Lead the NTW Innovation Pipeline for WG&amp;S, securing the right resources with clear objectives based on sound business cases, in collaboration with the Operations Business Unit and relevant external partners</li> <li>• Work closely with Insights &amp; Analytics lead to obtain a deeper understanding of shifting trends, new occasions, target consumer groups and need states, to identify whitespace opportunities</li> <li>• Create disruptive propositions that resonate with the consumer in our digital age, with the ability to inspire agency partners for creative outcomes</li> <li>• Develop new testing methodologies that enable us to try more brand launches and learn faster. Prove and codify the approach and disseminate to the marketing community</li> <li>• Manage launched brands that are being seeded into market, while being able to invent future brands by being forward focussed, demonstrating agility to drive against shorter term project timelines and longer-term opportunity identification</li> <li>• Drive discipline and rigour in how projects are monitored and measured in line with the initial business case. Identify opportunities to course correct based on ability to diagnose issues clearly. Recommend decisions to accelerate or retire brands as needed</li> <li>• Support ODCs on local brand innovations</li> <li>• Establish and promote effective and close working relationships with the ODCs and 3PDs to develop, test, launch and nurture these brands as appropriate to maximise their potential return</li> <li>• Work collaboratively within the NPD cross-functional team, identifying opportunities for improvement in process efficiency and reduction in costs and to achieve each team's objectives in the interest of the business as a whole and all relevant internal and external stakeholders</li> <li>• Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration</li> <li>• Manage the agenda of the NTW Innovation team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources</li> </ul>	



- Build and lead a highly capable team with a practical and thorough approach to all the team activities, continuously developing the capabilities of the team and all team members
- Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW)

Created by:	
Date:	
HRBP:	
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