



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Consumer Insights Director – USA
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	USA Marketing
<b>Location</b>	New York
<b>Team Leader</b>	Senior Vice President – Marketing USA
<b>Team Members</b>	No
<b>Job Level</b>	
<b>Role Purpose</b>	
Lead the consumer and shopper insights agenda in the USA Marketing team, ensuring high-impact consumer, shopper and category insights deliver brand growth, shape investment decisions and improve the effectiveness of marketing and innovation plans and activities.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Set the USA consumer and shopper insight priorities in agreement with local and global stakeholders. Ensure brand teams’ learning plans directly support USA marketing and business goals</li><li>• Lead the design and delivery of all ad hoc USA consumer and shopper programs, ensuring appropriate funding is in place and alignment to global best practise guidelines</li><li>• Lead the implementation of syndicated studies in the USA, including the brand equity and consumer segmentation programs, with ownership for driving local insights into USA brand plans and activities</li><li>• Ensure an enriched and common understanding of consumer and shopper targets in the USA is embedded within USA brand plans and activities and influences global brand and distributor teams</li><li>• Support the brand planning process through an in-depth diagnosis of category, consumer and cultural context informs the right set of priorities for the USA Marketing team</li><li>• Lead the marketing effectiveness program in the USA, establishing a culture of continuous learning via a clear and common understanding of the effectiveness and efficiency of assets deployed that correlate to business outcomes. Inform investment decisions as part of the planning cycle.</li><li>• Deliver thought leadership into the business, by combining marketing science with future trends that identify risks and opportunities for the USA brand and distributor teams</li><li>• Be a trusted partner for USA and Global Brand Directors, USA Commercial Analytics and the USA Executive Board. Build close relationships with the Global Insights team and establishing a strong network of local insight agency partners</li></ul>	



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- 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 (GW)