



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Manager – Commercial RTC Analytics
Business Unit / Group Function	US ODC
BU Team / Sub-Function	Commercial/ Commercial Planning
Location	Home-Based
Team Leader Role	Senior Manager – US RTC Analytics
Role Level	4B
Team Members	No
Role Purpose This role will leverage RTC data and 3rd party data to identify clear and actionable insights and opportunities for Brand, Commercial Planning, and Commercial teams. Support M&E framework through data analysis of activity and programs. Partner with and support Commercial regions to identify strategic opportunities in the data to monetize through incremental sales and distribution. Support and ensure the architecture of strategic go to market plans based in data backed insights.	
Accountabilities <ul style="list-style-type: none">• Lead the advanced analytics of the defined region to find insights and opportunities which can be used cross functionally (Commercial, Brand, Commercial Planning functions) to develop strategic executable plans.• Utilize proprietary data platforms and 3rd data resources to identify selling insights, support effective decision making, generate compelling selling stories and monetize opportunities found in the data.• Analyze and support in the implementation of the Measurement and Evaluation of activity and programs across assigned region.• Liaise with marketing brand team/Region Director's/ on commercial programming needs, identifying opportunities/risks/big bets.• Partner with Shopper Marketing function to create effective programming and relevant tools to leverage and capitalize on identified opportunities.• Work with Commercial Planning leads in respective regions to maximize execution of developed strategic programs.• Facilitate Commercial RTC KPI setting/reporting/tracking for assigned region utilizing RTC dashboards.• Work collaboratively with and support US RTC lead in the development of content for Monthly BPM's and Commercial Regions to develop content for the monthly/quarterly RTC RPI reviews.• Contribute to capabilities trainings across the organization on developing actionable insights developing SMART objectives.• Leverage applicable data sources and commercial insights to assist in regional annual plans to create holistic go to market strategies for core brands of the portfolio.• Align cross functions in implementation of execution with data backed evidence.	
Essential: <ul style="list-style-type: none">• Strong collaborator• Confidentiality, trust• Strong working knowledge of a variety of internal functions within WG&S• Very strong organizational and analytical skills• Experience in a very fast paced environment• Flexibility – be able to shift between tasks and environments within commercial team and across functions	



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- Strong commercial background in industry with experience converting raw data into actionable insights and executable strategies

Desirable:

- Bachelor's Degree is strongly preferred
- Min. 2-3 years prior experience utilizing data platforms and dashboards to support internal functions and external stakeholders of an organization
- Knowledge of the 3-tier system as well as the various layers of stakeholders within it
- Some marketing experience or exposure to a marketing function of an organization