



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Insights Lead - US
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing
<b>Location</b>	New York
<b>Team Leader</b>	Director of CMI & Innovation
<b>Team Members</b>	No
<b>Job Level</b>	3b
<b>Role Purpose</b>	
Work with the Global and Local Marketing and CMI teams to lead the consumer planning agenda in the US, that deepens understanding of consumers in a way that drives impact with insights across brand plans, assets and activities	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Ensure a deep and common understanding of consumers in the US is embedded within local and global plans and assets and activities are relevant to the consumer opportunities developed</li><li>• Identify and demonstrate the consumer opportunity for global teams such that every priority brand in the US has a well understood consumer profile that is applied into all marketing activities</li><li>• Lead the implementation of the WG&amp;S segmentation study such that consumer typologies and occasions are brought to life and actioned across teams developing assets</li><li>• Lead the implementation of the WG&amp;S brand equity program in the US, ensuring a clear and aligned view of the diagnosis of equity performance and is actioned within plans and assets</li><li>• Ensure all ad hoc consumer research is prioritised and managed aligned to global standards with demonstrable insight to action</li><li>• Establish and develop strong partnerships with priority brand teams to achieve a culture of continuous learning via a clear and common understanding of the effectiveness and efficiency of assets deployed</li><li>• Establish and develop a strong network of local agencies to partner with in the delivery of brand planning and insight programs</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 (WGW)

<b>Created by:</b>	Iain Leopold
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