

## ROLE PROFILE

<b>Job Title</b>	<b>Insights Manager</b>
<b>Business Unit</b>	ODC BU – WG&S Korea
<b>Function/Region</b>	Marketing
<b>Location</b>	Korea
<b>Leader</b>	Head of Marketing
<b>People Leadership</b>	N/A
<b>Job Level</b>	4B
<b>Role Purpose</b>	
<p>Support the growth of WG&amp;S brands with ideas and insights that champion the consumer and shopper in all decisions. Champion brand data analysis and operate as an ambassador for data based decision making in the business.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>• Drive overall consumer and customer insights agenda linking consumer needs and trends into a holistic customer strategy supporting our brand building agenda in the market</li> <li>• Create audience profiles of target consumers and shoppers to aid the delivery of relevant assets and effective plans to support brand teams’ understanding and application of consumer insight</li> <li>• Manage the implementation of the team’s consumer and shopper data strategy; including the leveraging of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> party data to unlock insights and value for core and innovation brands</li> <li>• Manage insight studies with partner agencies relating to marketing and brand team priorities across key areas of strategy and execution and ensure adoption of learnings into plans and toolkits</li> <li>• Support the 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>• 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>• Support the roll out of marketing capability programs, ensuring consistent approaches to brand building across the local marketing function</li> <li>• Collaborate effectively with ODC insight teams in learning and sharing common approaches to insights to accelerate the flow of insight between teams</li> <li>• Ensure all projects are delivered efficiently and effectively through strong process and budget management with effective management of agencies</li> </ul>	

## Values



**BE PROUD**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products



**BE RESPONSIBLE**  
We expect every individual and their teams to be accountable and to perform to their full potential



**BE SUSTAINABLE**  
We wish to make a positive contribution to our communities and to our environment



**BE PROFESSIONAL**  
We value integrity, transparency, professionalism and constructive debate within a team working culture



**BE ENTREPRENEURIAL**  
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



**THINK LONG TERM**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products

## Core Competencies:

### Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

### Creating and Innovating

- Produces new ideas, approaches, or insights
- Creates innovative products or designs
- Produces a range of solutions to problems.
- Seeks opportunities for organisational improvement. Devises effective change initiatives.

### Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity
- Demonstrates an understanding of different organisational departments and functions

### Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns, and relationships
- Probes for further information or greater understanding of a problem
- Makes rational judgements from the available information and analysis
- Produces workable solutions to a range of problems
- Demonstrates an understanding of how one issue may be a part of a much larger system

### Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

### Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical, and orderly way
- Consistently achieves project goals

**Skills and Qualifications:**

## Essential:

- At least 7 years of working experience
- Demonstrable strong analytical ability and data based mind-set.
- High attention to detail and strong numerical skills.
- Experience in using Microsoft Office Applications, particularly Excel, Word and PowerPoint.
- Strong technical competence with ability to analyse data profoundly.

## Desirable:

- Prior experience in the spirits or luxury goods industries.

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