

ROLE PROFILE

Job Title	Insights Manager
Business Unit	ODC BU – WG&S China
Function/Region	Marketing
Location	China
Leader	Head of Marketing, China
People Leadership	Yes
Job Level	4A
<p>Role Purpose</p> <p>This role is responsible for the consolidation and analysis of internal and external data, and the development of ideas and insights that champion the consumer and shopper in all decisions. The role will work closely to build strong partnerships with Marketing and Commercial Teams to enable adoption of brand strategies and assets, whilst operating as an ambassador for the Insights & Analytics function across the business.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • Manage and lead 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 • Undertake 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&P • Support the development and implementation of the team’s consumer and shopper data strategy; including the leveraging of 1st, 2nd, and 3rd party data to unlock insights and value for core and innovation brands • Embed audience profiles of target consumers and shoppers to aid the delivery of relevant assets and effective plans to increase brand and commercial teams’ understanding and consumer-insight-led decision making. • Ensure application and adoption of marketing capability programs, identifying best practice in emerging areas of marketing science and embedding consistent approaches to brand building across the global and local marketing functions. • Develop and maintain strong professional and productive relationships with external partner agencies to develop and deliver the appropriate data from external sources. • Build a strong partnership with brand & commercial team(s) that ensures all insights and learnings are objectively presented and funnelled into decisions, plans and toolkits in a way that champions the voice of the consumer • 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 • Collaborate effectively with global and ODC BU Insights stakeholders, adopting best practices to accelerate and leverage the learnings between local and global teams to optimise local practices 	

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

Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade 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.

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

Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

Skills and Qualifications:Essential:

- Qualified to degree level or equivalent within a marketing component
- Excellent presentation and communication skills, takes a confident proactive approach and is consistently reliable in delivery
- Successful third-party relationship management
- Innovative and entrepreneurial approach with a fresh mindset
- Strategic thinker and influencer
- Strong business acumen with strategic, analytical, and planning skills.
- Experience of P&L analysis and key financial metrics advantageous

Desirable:

- Previous experience working with world class beverages / in the alcohol industry OR luxury brands advantageous
- Experience in global project management preferred

Created by:	Kathy Zhang (aligned with Iain Leopold)
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HRBP:	Shayne Goh
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