



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Global Consumer Planning Lead
Internal Reference	BBUMK-0174
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing - Insights & Innovation
Location	Dublin
Team Leader Role	Global Head of Consumer Planning
Role Level	3B
Team Members	No
Role Purpose Work with the Head of Global Consumer Planning and the Global Brand Team to lead the consumer planning agenda on WG&S core brand(s), ensuring a deep understanding of consumers translates to plans, priorities and assets that creates value for the brand and business	
Accountabilities • Lead consumer planning on WG&S core brand(s) to shape the direction of global brand plans, priorities and assets with strategic thinking and deep consumer insight • Ensure the global brand teams have a deep and inspiring understanding of their target consumer to ensure all activities are aligned with a clear and common base of insights that drive to implications • Establish and develop the consumer target and opportunity in priority markets for the brand(s), focusing disproportionately on the insight work that will deliver the most value • Ensure all elements of the WGW of Brand Building are informed with consumer understanding with specific focus on global brand positioning, brand identity and global communications • Ensure global brand team assets – in particular communications and innovation - are created, developed and tested with a deep understanding of consumers and are evaluated against agreed standards and benchmarks before launching • Lead ad hoc research that identifies consumer orientated opportunities for growth and ensure all local insight on the brand aligns to the standards and priorities of the global brand team and is brought to life for the global team • 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)	