ROLE PROFILE

Role Title	Manager – RTC & Decision Support
Business Unit / Group Function	US ODC
BU Team / Sub-Function	Commercial RTC
Location	NYO
Team Leader Role	RTC Systems and Decision Support Lead
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 divisions 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

- Prepare 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.
- Coordinate with marketing brand team and Commercial Vice President's on commercial programming needs, identifying opportunities/risks/big bets.
- Partner with Shopper Marketing function to establish effective programming and relevant tools to leverage and capitalize on identified opportunities.
- Work with Commercial Planning leads in respective divisions to maximize execution of developed strategic programs.
- Facilitate Commercial RTC KPI setting/reporting/tracking for assigned division utilizing RTC dashboards.
- Work collaboratively with and support US RTC lead in the development of content for Monthly BPM's and Commercial divisions 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 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.