

Job Title	Senior Global Innovation Insights Manager
Business Unit	BBU
Function/Region	Insights & Analytics
Location	Richmond / Dublin
Leader	Global Director, Insights & Analytics
People Leadership	No
Job Level	3B
Role Purpose Lead growth of innovation brands through ideas and insights that champion the consumer in all decisions and enable buy-in to new to world innovations via a strong partnership with the Global Innovation Team. Operate as an ambassador for the Insights & Analytics function across the business.	
Accountabilities <ul style="list-style-type: none"> • Build a strong partnership with the innovation team 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 • Identify insights that inform the development of the portfolio and new brand, product or service innovation opportunities in line with corporate objectives. • Develop thought leadership on the latest cultural and new to world category innovation trends to inform new product development and new ways to connect with consumers and shoppers • Develop audience profiles of target consumers and shoppers to aid the delivery of relevant assets and effective plans to step-change the innovation teams' understanding and application of consumer insight in brand strategy and assets • Lead global insight studies with partner agencies relating to innovation team priorities across key areas of strategy and execution and ensure adoption of learnings into plans and toolkits • Drive the marketing insights agenda, via the management of all marketing data, including the research of priority innovation assets and analysis of campaign and brand performance • Lead the measurement and evaluation of priority innovations and experiments building a culture of continuous learning and ensuring local insights are fed into this approach, leading to more effective and efficient spend of A&P • Ensure application and adoption of marketing capability programs, identifying best practise in emerging areas of marketing science and embedding consistent approaches to brand building across the global and local marketing department • Collaborate effectively and closely with the ODC insight teams using common approaches to insights to accelerate the flow of insight between local and global teams 	