## ROLE PROFILE

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| **Role Title** | **Insights Analyst** |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Marketing |
| **Location** | Shanghai, China |
| **Team Leader Role** | **Insight Manager** |
| **Role Level** | 4B |
| **Team Members** | No |
| **Role Purpose** This role supports the local market in executing the Insights agenda. It is responsible for conducting research and market analysis to drive insights for business decisions and strategies. 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.  |
| **Accountabilities*** Lead market performance tracking and competitor intelligence monitoring, to identify i&o through solid data analysis and translate data-driven insights into actional execution plan.
* Follow closely on category trend, market dynamics and competitive landscape to proactively fuel the business with abundant trend and insights.
* Support the leveraging of 1st, 2nd and 3rd party data to unlock insights including eCommerce back-end data analysis as well as digital media efficiency through working with key agency partners.
* Support Insights Manager on the assignments to ensure the good execution and timely delivery.
* M&E champion - 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.
* Local champion of BHT and other global insights initiatives
* Manage research agencies to deliver insightful and sharp research reports and deliverables.
* Explore new/emerging research methodologies and tools for the agile research.
* Team A&P budget management and PO/contract follow-up.
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