



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Lead Manager - Marketing Analytics
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	US Marketing
Location	New York, NY Office
Team Leader	Head of Consumer Engagement
Team Members	No
Job Level	4A
Role Purpose	
<p>The Lead Manager - Marketing Analytics will be responsible for leading data, reporting, and analysis for brand digital and media channels. The role will support the Head of Consumer Engagement to define the reporting vision and to ensure spends and approaches are optimized across channels.</p>	
Accountabilities	
<ul style="list-style-type: none">• Eliminate silos in channel reporting to enable creation of holistic view of brand performance, insights, trends, and best practice.• Establish constant feedback loop of reporting and insights to inform brand activity.• Energize and empower the marketing team with data that tells a story.• Set and track channel KPIs, ROAS, and other benchmarks as appropriate.• Collaborate closely with Director, Media, and Director, Digital to ensure consistent inputs across channels.• Be a thought leader in defining, analyzing, and validating key metrics and hypotheses to inform decision making and measure the success of brand programming.• Standardize reporting format and cadence across brands to ensure consistent portfolio view.• Visualize data with templated or custom reports.• Identify areas for testing and experimentation.• Support Head of Consumer Engagement in developing learning agendas and recommending new approaches to gathering and analyzing data. Be a thought leader in scoping, prioritizing, and interpreting tests on messaging and creative.• Recommend, negotiate and maintain budget across syndicated data sources and platforms.• Maintain up to the minute specialist understanding of consumer trends and online behaviors, as well as data products and vendors available to the business.	