



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Sales & Pricing Analytics Manager
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	US Marketing
<b>Location</b>	New York, NY
<b>Team Leader</b>	Director, Analytics & Insight
<b>Team Members</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>	
Support USA Marketing team to better leverage information as part of the planning and decision making process.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Compile, analyze and interpret data in or to support reporting and communications by creating and distributing scorecards directly supporting our evolving business routines</li><li>• Evaluate data and provide insights to the team to ensure the organization has freshest information and accurate interpretations</li><li>• Counsel the marketing team and provide insight during the annual planning process</li><li>• Facilitate delivery of data for channel strategies, customer account calls along with managing monthly routines and reporting</li><li>• Establish predictive modeling of strategic plans to determine likelihood of success prior to roll out</li><li>• Implement processes to ensure timely delivery of data for Measurement and Evaluation and provide data for 3E Scorecards</li><li>• Conduct ROI evaluations of major initiatives as part of the Measurement and Evaluation process</li><li>• Directly support Marketing Mix Modeling by providing partners data and coordinating delivery of results</li><li>• Coordinate and facilitate training sessions with marketing for our internal data lake and other internal and external data sources</li><li>• Collaborate with marketing associates to build analytic capabilities and support them in gathering and interpreting data</li></ul>	