

Job Title	Senior Global Insights Manager
Business Unit	BBU
Function/Region	Insights & Analytics
Location	Richmond
Leader	Global Director, Insights & Analytics
People Leadership	Yes
Job Level	3B
Role Purpose Lead growth of core brands through ideas and insights that champion the consumer in all decisions and enable adoption of global brand strategies and assets via a strong partnership with Global Brand Teams. Operate as an ambassador for the Insights & Analytics function across the business.	
Accountabilities <ul style="list-style-type: none"> • Build a strong partnership with global brand 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 • Develop audience profiles of target consumers and shoppers to aid the delivery of relevant assets and effective plans to step-change the global brand teams' understanding and application of consumer insight in brand strategy and assets • Lead global insight studies with partner agencies relating to global brand 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 global assets and analysis of campaign and brand performance • Lead the measurement and evaluation of priority global brand assets each year, 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 • Funnel data and learnings from the continuous projects, and from the analytics team into the global brand team, ensuring the latest data and learnings drive ad hoc decisions and support the annual planning process • 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 • Develop and maintain strong professional and productive relationships with external partner agencies 	
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