WILLIAM GRANT & SONS
INDEPENDENT FAMILY DISTILLERS SINCE 1887

Job Title	Senior Insights & Analytics Manager – Global Travel Retail
Job Level	4A
Location	Richmond
Business Unit	GTR
Function	BBU
Leader	Head of Brand Marketing - GTR
People Leadership	n/a

Role Purpose

Leads the approach to insights & analytics enabling insight driven ideas to inform GTR strategies, assets and decisions. Operate as an ambassador for the GTR and Insights & Analytics function across the business.

Responsibilities

- Inform GTR plans and activations with consumer and shopper insights aligned with the interests of WG&S, brands and customers
- Engage and inform leadership and global teams and creatively communicate insight and opportunities to the commercial/marketing team to add value and drive thought leadership with customer base
- Airport and Customer universe mapping with relevant targets defined on basis of value optimisation and delivery of financial and brand objectives.
- Mapping potential scenarios for airport retail concession change – risk of exposure
- Define future product white space and product pipeline through understanding consumer & shopper insight & value pool analysis - designing and executing through that insight.
- Risk analysis, creation and execution of a plan to represent WG&S on relevant tradebodies, gather intelligence on risks and build plans to mitigate them
- Develop audience profiles, segments and missions of target consumers and shoppers to aid the development and delivery of our brand and commercial plans
- Own GTR datasets across sales, pricing & execution with appropriate platforms, reporting and insight generation.
- Lead the measurement and evaluation of priority activations and assets and areas of trade spend, 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 within GTR

- Collaborate effectively and closely with the global and ODC insight teams using common approaches to insights to accelerate the flow of insight between local and global teams
- Lead annual strategic planning cycle including five-year plan creation and brand planning delivery for the channel

WILLIAM GRANT & SONS & You

Skills and Qualifications:

Essential:

- Educated to degree level or equivalent, in a relevant business or related subject
- Solid experience in market level commercial leadership roles in Alc-Bev industry
- International experience preferred in developed and developing market environments
- Highly experienced in territory and journey plan mapping and mapping/segmenting
- Ability to engage, influence and partner senior stakeholders internally and externally
- Strong ability to multi-task in fast-paced environment
- Resilience and ability to deliver results in environments of volatility and ambiguity
- Proven track record in delivery of results through indirect resources and teams

Desirable:

- Experience in business strategy
- Experience in pricing and net revenue management
- Committed to driving a high performance culture
- Analytical, strong financial awareness and commercial judgement
- Committed to ongoing personal development to enhance commercial capability
- Willingness to take responsibility and problem solve
- Ability to quickly move from big picture into the detail and back again

Created by:	Adam Green
Date:	15/11/2021
HRBP:	Jamilla Bourkas
Date of last revision:	

WILLIAM GRANT & SONS &You