



Job Title	Global Marketing Analytics Manager
Job Level	4A
Location	Dublin or Richmond
Business Unit	Insights & Analytics
Function	Global Marketing
Leader	Global Head of Business Analytics
People Leadership	No
Role Purpose	
<p>Establish and own the approaches, reporting and insights in collaboration with global brand teams that unlock our understanding of marketing performance and the drivers of that performance to inspire strategy and execution plans and transform the adoption and culture around measurement and evaluation.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Set the standard for measuring the efficiency and effectiveness of our advertising spend through establishing and embedding a common approach to evaluation across the global marketing team • Within this establish the methodological and reporting standards on market mix modelling and campaign evaluation. Set the standards and drive consistency in the use of global approaches, frameworks and tools. • Manage all marketing performance data and manage agencies professionally and productively, inclusive of search, social, SOV, media tracking across channels and touchpoints • Contribute to capability and thought leadership programs relating to marketing effectiveness approaches • Develop Consumer/Customer/Shopper insights and ensure flow of insights across global and local teams that lead to ideas & opportunities that can evidence to substantive and positive impact on brand performance • Establish and monitor the efficient and automated feed of key data sources into the central environment, enabling reporting to be delivered against agreed KPIs, metrics & targets for priority global marketing campaigns while allowing us to extract maximum value from data • Work closely with global brand teams and inject insights into the annual brand planning cycle and reports that inform the brand planning cycle to feed into strategy development (comms, innovation, market performance) • Work closely with the marketing function (global and local including 3PDs, where possible) and key partner agencies, building up trust and accountability to step changes the adoption and culture around measurement and evaluation • Develop strong relationships with key stakeholders to ensure alignment, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration • Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW) 	
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