



Job Title	Global Commercial Analytics Manager
Job Level	4A
Location	Richmond or Dublin
Business Unit	Insights & Analytics
Function	Global Marketing
Leader	Global Head of Business Analytics
People Leadership	No
Role Purpose	
<p>Lead the analysis and reporting of all commercial performance metrics, in alignment with broader business planning processes and in collaboration with commercial planning team, ensuring the demand side of the business has the relevant insight it needs to make informed decisions</p>	
Accountabilities	
<ul style="list-style-type: none"> • Lead and develop the approach that determines the optimum allocation of A&P spend and determines insights and inputs into 5yr and annual planning, including the development of value pools aligned to source of business • Develop an approach that builds rhythm into the identification of growth opportunities and risks, based on commercial and trade data, that informs the development of global and local assets to support our portfolio and new brand, product or service innovation development • Gather insights from our internal trade promotional platforms to drive insights into the business rhythm across brand & commercial planning and build up a benchmark of internal best practise that feeds into the brand and category toolkits • Establish automation of data feeds from GreatVines & other CRM platforms into the data warehouse to maximize value from commercial data and develop standardised monthly commercial scorecard reports across agreed Sales Execution Standards • Feed high level commercial insights into global marketing to optimise brand or portfolio performance across channels and markets, building out analysis and reporting across on- and off-trade & e-commerce channels • Set up and lead a strongly professional and productive relationship with trade data partners globally (e.g.: Nielsen, IRI) and manage the integration of key data sources (eg: Nielsen, IRI, Amazon, CGA) into the data infrastructure to maximize value from marketing and commercial data • Ensure global toolkits are evidence based and insight-driven with respect to commercial drivers, in particular ensure NTW and line extensions have compelling insights that can be shared with key retail customers • Work closely with local and global stakeholders to accelerate flow of insight between global and local teams (including 3PDs, where possible) and build a learning culture that underpins the RTC agenda • 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) 	
Created by:	
Date:	



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