



Job Title	Global Insights Manager
Job Level	4A
Location	RICHMOND
Business Unit	BBU
Function	Global Insights and Analytics
Leader	Global Head of Insights
People Leadership	N/A

Role Purpose

Support the growth of core brands with clear insights and data on marketing effectiveness for our key initiatives via a strong partnership with Global Brand Teams and local markets. Operate as an ambassador for the Insights & Analytics function across the business.

Responsibilities

- Partner with the global brand team on measurement and evaluation (M&E) of priority global brand assets and ensure learnings are built into investment decision making and the annual planning cycle
- Ensure that insights and learnings are objectively presented and that learnings from M&E are funnelled into decisions, plans and toolkits in a way that champions the voice of the consumer
- Partner with the ACE team, to deliver a global M&E scorecard ensuring accurate data against an agreed set of KPIs
- Support local markets on the delivery of the scorecard for the BBU meetings
- Support the delivery of the marketing insights agenda by driving a learning culture
- 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
- Ensure all projects are delivered efficiently and effectively through strong process and budget management with effective management of agencies
- Develop and maintain strong professional and productive relationships with external partner agencies

Skills and Qualifications:

Essential: experience of measurement and evaluation; management of research projects qual and quant; international or global perspective. Good at building relationships; flexible to deal with ambiguity.

Desirable:

Created by:	Colette Noe
Date:	May 17 th 2022
HRBP:	
Date of last revision:	