



Job Title	Global Head of Business Analytics
Job Level	3A
Location	Richmond
Business Unit	Marketing
Function	Global Marketing
Leader	Global Director Insights & Analytics
People Leadership	3 direct reports with responsibility for analytics roles across the BBU
<p>Role Purpose Leads the reporting and analytics output across commercial and marketing teams in the BBU to identify growth opportunities and risks within the business operating rhythm, equipping the demand side of the business to make evidence-based decisions.</p>	
<p>Responsibilities</p> <ul style="list-style-type: none"> • Build leading edge data and analytical capability to unlock data as a competitive advantage and maximise value from commercial and marketing data; identifying data gaps and reporting requirements as per stakeholder needs and industry best practise • Develop common approaches and methodologies to analytics that can be adopted and scaled around the business, managing key supplier relationships, professionally and productively, as part of this. • Evaluate the efficiency and effectiveness of A&P spend, that informs the optimum allocation of A&P as part of 5yr and annual planning process • Lead the analysis and standardised reporting of sales execution standards to diagnose performance across shoppers, channels and customers, including the optimisation of trade spend • Enable single source of marketing and commercial performance data truth across the BBU, that creates an efficient evidence-based culture across the BBU • Provide global and market pricing analysis based on local demand insight to generate recommendations for pricing optimisation. Build the automation of price reporting in the BBU. • Lead the analysis of campaign spend and campaign performance, evaluating media spend across all channels such that plans and spend can be optimised in an efficient manner • Build and lead a highly capable team with a practical and thorough approach to all the team activities, continuously develop the capabilities of the team and all team members • Develop and promote effective and close working relationships with the ODCs, to accelerates the flow of insight between local and global teams (also with 3PDs, where possible) • Lead relationships with key external data providers and lead the shift towards greater ownership and use of proprietary data in WG&S • Develop strong relationships with key internal partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration • Manage the agenda of the Business analytics team, providing clarity on priority items and ensuring timely progress in a structured manner, ensuring efficient allocation and use of all financial resources 	



- 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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