

ROLE PROFILE

Job Title	Senior Audience Insights Manager
Business Unit	Insights & Analytics
Function/Region	Global Marketing
Location	Richmond, London
Leader	Global Head of Consumer Experimentation & Design
People Leadership	None
Job Level	3B
<p>Role Purpose</p> <p>This role will focus on generating actionable insights on audiences and occasions and creating experiences that drive brand objectives. Driving the next chapter of growth in the business through being more human centred in our digital marketing.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • Define personas for our brands to express audiences and occasions using a combination of data sources (e.g. social & search tools, google trends, web analytics tools, first party data tools for lookalikes) and scrappy primary research techniques. • Collaborate with Digital Marketing team to feed in requirements to monitor audiences & occasions ongoing • Leverage targetable audience data to learn more about new and existing occasions for our products to be enjoyed. • Define common and nuanced path to purchase customer occasion journeys, validate with end users and explore ways to monitor data elements e.g. Google Analytics. • Devise ways to evaluate marketing activations online by liaising with local markets and Brand teams • Work with Content Team to explore compelling ways to educate audiences at scale on target occasions to drive engagement and conversion for our brands. • Co-create Digital and Non-Digital experiences with Brand Teams and markets to drive engagement and or conversion and explore how to scale efficiently. • Responsible for end-to-end design & execution of human centred experiments from insight to proposition design. • Generate unique insights into consumers and shoppers using human-centric design and ethnographic approaches to understand behaviours, pain points, needs & aspirations • Lead team's use of divergent design thinking and or lean techniques to communicate ideas and develop & test at scale product and service concepts • Lives and breathes the values of WG&S through behaviours with inspirational thinking on how to embed into our work reflecting how our brands can drive Diversity & Inclusion, Sustainability, Entrepreneurialism, long-term thinking internally and for our consumers. 	
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