

Job Title	Senior Global Shopper & Category Insights Manager
Business Unit	BBU
Function/Region	Insights & Analytics
Location	Richmond
Leader	Global Director, Insights & Analytics
People Leadership	No
Job Level	3B
Role Purpose Develop approach to shopper insights in Global Marketing and work with Global Brand, Shopper and Commercial teams to feed shopper and category insights to inform global category and shopper plans and assets. Operate as an ambassador for the Insights & Analytics function across the business.	
Accountabilities <ul style="list-style-type: none"> • Build a strong partnership with the Global Brand, Shopper, and Commercial teams, ensuring all shopper and category insights and learnings are objectively presented and funnelled into decisions, plans and toolkits in a way that champions the voice of the shopper • Develop audience profiles of shopper conversion targets to aid the delivery of relevant assets and effective plans to step-change the innovation teams' understanding and application of shopper insight in brand strategy and assets • Elevate the role of the shopper within WG&S ensuring that shopper missions and demand spaces are at the heart of our category strategies. • Lead global insight studies with partner agencies relating to shopper and category team priorities across key areas of strategy and execution and ensure adoption of learnings into plans and toolkits • Support the marketing insights agenda, via the management of all shopper data, including the research of priority shopper campaigns with global brand teams against a consistent methodology for shopper research • Lead the measurement and evaluation of priority shopper assets and areas of trade spend, building a culture of continuous learning and ensuring local insights are fed into this approach, leading to more effective and efficient spend of A&P • Ensure application and adoption of marketing capability programs, identifying best practise in emerging areas of marketing science and embedding consistent approaches to brand building across the global and local marketing department • 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 • Develop and maintain strong professional and productive relationships with external agencies 	

Created by:	Iain Leopold
Date:	27 th May 2022
HRBP:	
Date of last revision:	