



Job Title	Senior Global Insights Manager
Business Unit	BBU
Function/Region	Marketing
Location	London, Richmond
Leader	Iain Leopold
People Leadership	n/a
Job Level	3B
Role Purpose Develop approach to 3 rd Party Insights in Global Marketing and work with global, local and commercial teams to transform the impact of insights and analytics across the 3 rd party network. Operate as an ambassador for the Insights & Analytics function across the business.	
Accountabilities <ul style="list-style-type: none"> • Partner with the 3rd Party Marketing team to shape the marketing ambition, plan and priorities across 3rd party markets • Consolidate a fragmented category and consumer data environment in a way that enables insight led decisions • Create an approach to evaluating and prioritising opportunities and risks across marketing and commercial teams, in order for decisions to be led by data and investment decisions prioritised • Drive a stronger insight agenda in brand planning; creating a clear link with global brand strategies between strategy and initiatives that have a proven effectiveness in market • Transform WG&S's learning agenda: up weighting the focus, buy in and application of measurement and evaluation that evidence more effective and efficient spend of A&P in 3rd party markets • Support on priority ad hoc and continuous insight projects, including brand tracking, audience segmentation and measurement and evaluation • Build capability in priority 3rd party markets, leading on the dissemination of thought leadership projects and ensuring basic principles and approaches are adopted • Create a learning culture across priority 3rd party markets, ensuring learning plans are created and implemented, insights are shared continuously between markets and brands, and data and insights prove to have a tangible impact on decisions • Collaborate effectively and closely with the global and local ODC insight teams using common approaches to insights to accelerate the flow of insight between local and global teams • 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) 	

Values



BE PROUD

We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE

We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE

We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL

We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL

We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM

We are proud of our brands, our heritage, and our commitment to superior quality in our products



Core Competencies:

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships
- Probes for further information or greater understanding of a problem
- Makes rational judgements from the available information and analysis
- Produces workable solutions to a range of problems
- Demonstrates an understanding of how one issue may be a part of a much larger system

Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it

Created by:

Iain Leopold

Date:

26th October 2021

HRBP:

Liam Mac Namee

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