



Job Title	Global Price & Promotion Analytics Manager
Job Level	4A
Location	Dublin or Richmond
Business Unit	Insights & Analytics
Function	Global Marketing
Leader	Global Head of Business Analytics
People Leadership	No
Role Purpose	
Lead the reporting set up and analysis of all price and promotion data in collaboration with the NRM team that identifies value creation opportunities and informs global and local price and promotion decisions.	
Accountabilities:	
<ul style="list-style-type: none"> • Conduct global pricing analysis based on local demand insight to generate recommendations for pricing optimisation, modelling: brand ladders, value pools, competitor analysis, and elasticity vs equity, incl. share gains & losses • Work closely with NRM team to develop and then manage the standard global pricing report per brand, market and channel to optimise net revenue for the Pricing Committees - Global Pricing Scorecard in the interest of the business as a whole and all relevant internal and external stakeholders • Ensure price and promo data is accurately and efficiently integrated into relevant warehouses, reports and scorecards to maximize value from commercial and marketing data. • Undertake biannual reviews of triple and double tier strategies and identify long term value creation opportunities to inform global price and promo strategy. • Ensure global toolkits are evidence based and insight driven with respect to price and promotions, in particular ensure NTW and line extensions have compelling insights that are commercially executable in market. • Track price by channel, building out analysis and reporting across on-trade, off-trade, e-commerce, with a focus on using test and learn approaches. • Build external data into our pricing strategies, finding innovative and efficient ways to source pricing data beyond traditional suppliers and adding newer approaches to marketing research methodologies • Work closely with local and global stakeholders to accelerate flow of insight between local and global teams (including 3PDs, where possible) and build a learning culture that underpins the NRM agenda. • Develop strong relationships with key stakeholders to ensure alignment, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration • 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 (GW) 	
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