

## ROLE PROFILE TEMPLATE

<b>Job Title</b>	<b>Head of Insights &amp; Analytics</b>
<b>Business Unit</b>	WG&S UK
<b>Function/Region</b>	Marketing, Insights & Analytics
<b>Location</b>	Hook
<b>Leader</b>	Marketing Director
<b>People Leadership</b>	1-2 direct reports
<b>Job Level</b>	3B
<b>Role Purpose</b>  Transform the consumer planning agenda across the marketing department, driving impact with insights and thought leadership across the business that have a tangible impact on strategy and execution and create values for WG&S. Operate as an ambassador for the Insights & Analytics function across the business.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Keeping the consumer at the heart of our strategy: Inspire &amp; champion insight and analytics integration in to strategy for all brand marketing and business / commercial planning. Ensure business is up to date on key market and consumer trends impacting our business, identify opportunities for the organisation and ensure integration of these insights into business strategy.</li> <li>• Embed approach to segmentation / demand spaces that brings understanding to the role of people, occasion and motivation and step changes the businesses understanding and application of consumer insight in the business.</li> <li>• Transform WG&amp;S's learning agenda: up weighting the focus, buy in and application of measurement and evaluation into strategies and assets that evidence more effective and efficient spend of A&amp;P and create value for WG&amp;S.</li> <li>• Lead brand planning &amp; support 5YP processes for marketing, enabling insight interventions in such a way that enables a clear link between insight and action in our plans and link effectively into commercial and integrated business plans.</li> <li>• Work with global insight and analytics team to implement best practise in the execution of ad hoc research and delivery of insight programs (eg: positioning, packaging, communications, innovation, Distinctive Brand Asset tracking), embedding the right methodological standards, approaches and UK agencies.</li> <li>• Identify, address and lead the team's consumer and shopper data strategy &amp; insight budget; including the leveraging of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> party data to unlock insights and value for core premium spirits, luxury and innovation brands.</li> <li>• Ensure impact of insights from effective management of ongoing relationships with key agency partners eg. Kantar, Savanta, Hall &amp; Partners, Nielsen, CGA, Dentsu, HDI</li> </ul>	

<ul style="list-style-type: none"> <li>• Own (with the Marketing Director) the marketing effectiveness agenda, driving capability through bringing thought leadership and best practise in emerging areas of marketing science and embedding consistent approaches to brand building across the marketing department.</li> <li>• Work with Category &amp; shopper teams to transform the shopper learning agenda.</li> <li>• Collaborate effectively with global and adjacent WG&amp;S Owned Distribution Companies (ODC) insight teams using common approaches to insights to accelerate the flow of insight between local and global teams.</li> <li>• Lead, motivate and develop insight &amp; analytics team in line with the Company Values to maximise employee engagement, and nurture relationships across the ODC insight team.</li> <li>• Part of Marketing Leadership team &amp; UK Business Leadership Team. Determine opportunities to develop and support UK employees. For example by delivering Dram by Dram marketing training to the UK. And or working with the Business Leaders to define key priorities for business through Objectives/Key Results (OKRs).</li> <li>• Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&amp;S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy.</li> </ul>	
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Date:	24/09/2021
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Role specific competencies and skillset *(FOR INTERNAL USE ONLY):	
<b>Analysing</b> <ul style="list-style-type: none"> <li>• Analyses numerical data, verbal data and all other sources of information</li> <li>• Breaks information into component parts, patterns and relationships</li> <li>• Probes for further information or greater understanding of a problem</li> <li>• Makes rational judgements from the available information and analysis</li> <li>• Produces workable solutions to a range of problems</li> </ul>	<b>Presenting and Communicating Information</b> <ul style="list-style-type: none"> <li>• Speaks clearly and fluently</li> <li>• Expresses opinions, information and key points of an argument clearly</li> <li>• Makes presentations and undertakes public speaking with skill and confidence</li> <li>• Responds quickly to the needs of an audience and to their reactions and feedback</li> <li>• Projects credibility</li> </ul>
<b>Learning and Researching</b> <ul style="list-style-type: none"> <li>• Rapidly learns new tasks and commits information to memory quickly</li> <li>• Demonstrates a rapid understanding of newly presented information</li> </ul>	<b>Delivering Results &amp; Meeting Customer Expectations</b> <ul style="list-style-type: none"> <li>• Focuses on customer needs and satisfaction</li> <li>• Sets high standards for quality and quantity</li> <li>• Monitors and maintains quality and productivity</li> <li>• Works in a systematic, methodical and orderly way</li> </ul>

<ul style="list-style-type: none"> <li>• Gathers comprehensive information to support decision making</li> <li>• Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback).</li> <li>• Manages knowledge (collects, classifies and disseminates knowledge of use to the organisation)</li> </ul>	<ul style="list-style-type: none"> <li>• Consistently achieves project goals.</li> </ul>
<p><b>Applying Expertise &amp; Technology</b></p> <ul style="list-style-type: none"> <li>• Applies specialist and detailed technical expertise</li> <li>• Develops job knowledge and expertise through continual professional development</li> <li>• Shares expertise and knowledge with others</li> <li>• Uses technology to achieve work objectives</li> <li>• Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity</li> <li>• Demonstrates an understanding of different organisational departments and functions</li> </ul>	<p><b>Entrepreneurial and Commercial Thinking</b></p> <ul style="list-style-type: none"> <li>• Keeps up to date with competitor and market trends</li> <li>• Identifies business opportunities.</li> <li>• Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value</li> </ul>
<p><b>Company values</b></p> <div data-bbox="240 919 407 1066"> <p><i>Be Proud</i></p> </div> <div data-bbox="240 1083 391 1272"> <p><b>BE PROUD</b> We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> <div data-bbox="444 919 610 1066"> <p><i>Be Responsible</i></p> </div> <div data-bbox="444 1083 610 1272"> <p><b>BE RESPONSIBLE</b> We expect every individual and their teams to be accountable and to perform to their full potential</p> </div> <div data-bbox="649 919 812 1066"> <p><i>Be Sustainable</i></p> </div> <div data-bbox="649 1083 812 1272"> <p><b>BE SUSTAINABLE</b> We wish to make a positive contribution to our communities and to our environment</p> </div> <div data-bbox="849 919 1011 1066"> <p><i>Be Professional</i></p> </div> <div data-bbox="849 1083 1011 1293"> <p><b>BE PROFESSIONAL</b> We value integrity, transparency, professionalism and constructive debate within a team working culture</p> </div> <div data-bbox="1049 919 1211 1066"> <p><i>Be Entrepreneurial</i></p> </div> <div data-bbox="1049 1083 1211 1314"> <p><b>BE ENTREPRENEURIAL</b> We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p> </div> <div data-bbox="1248 919 1414 1066"> <p><i>Think Long Term</i></p> </div> <div data-bbox="1248 1083 1414 1272"> <p><b>THINK LONG TERM</b> We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div>	
<p><b>Skills, Qualifications and Experience :</b></p> <p><u>Essential:</u></p> <ul style="list-style-type: none"> <li>• Educated to degree level or equivalent, in a marketing business or related subject with strong supporting work experience in Consumer Planning or Market Research</li> <li>• Champion consumer needs/trends</li> <li>• Ability to turn analysis in to actionable initiatives</li> <li>• Strategic and Business Development thinking</li> <li>• Excellent knowledge of primary research techniques and experience in interpreting data into insights and opportunities</li> <li>• Experience of working with Macro-trends and demonstrable evidence of trends, and consumer insight</li> <li>• Knowledge of the drinks industry is desirable but not essential</li> <li>• Knowledge of High Net Worth individuals &amp; Prestige on/off-trade desirable</li> <li>• Strong, confident communicator with good influencing and interpersonal skills to interact at all levels of the business whilst challenging constructively</li> </ul>	

