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| **Job Title** | **DIRECTOR OF CONSUMER & MARKET INSIGHT** |

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| **Reporting to** | Chief Marketing Officer |
| **Business Unit** | C&C Group |
| **Department** | Marketing |
| **Job Grade (if applicable)** | TBC (ExCo-1) |
| **Location** | Remote or office based – Dublin, London, Glasgow or Bristol as a base |
| **Travel Requirements (if applicable)** | Regular travel required to meet business needs |

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| **Role Summary** |
| As part of C&Cs strategy to be **Value builders** for our partners through the strength of our distribution platform and our **curated brand portfolio**, we need a strong Consumer & Market Insight function which can lead our thinking and development of strategy with strong, actionable consumer, category & market insights.  The Director of CMI will be responsible for creating strategically relevant consumer, category, shopper and market intelligence which enables us to build brands which resonate strongly with our target consumers to win share in their categories, and build a category & customer insight proposition which builds both our own and our customers businesses.  The role holder will support and challenge the creation of the strategy and decision making of the business, helping ensure the commercial functions and their strategies have consumer, shopper & category insight at their core, and that plans are built off a clear understanding of the external market landscape.  You will lead a team of skilled insight, data and analysis experts, and define and lead an insight & data strategy which can both support and lead our business thinking, championing the voice of the consumer, shopper and customer in the business, looking at future trends, and bringing the outside in.  A skilled communicator who can inspire and challenge at all levels of the business, turning complex data and insight analysis into compelling narratives which help us make better decisions across all functions, you will be a trusted advisor to the ExCo and SLT across the business, and build strong networks both internally and externally to drive our knowledge and skills forward in this ever changing landscape. |

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| **Key Responsibilities** |
| |  |  | | --- | --- | | Lead a high performing team: | Set team direction & Impact, develop modern insight skills and capability in a complex data landscape. Build Business Partnering capability to CMO, CCO, CFO & wider SLT | | Market Measures | Manage a fit for purpose data provision, which gives ‘one version of the truth’, with clean & robust data sources, providing regular & adhoc reporting to support decision making. | | Category & Shopper Insights | Lead the development of Category Visions, Shopper segmentation & selling stories with Channel marketing teams. Conduct robust Pricing & range analysis in conjunction with Finance | | Consumer & Innovation Insights | Lead our ability to track & evaluate Brand Health & performance in a robust way which supports Brand planning & Integrated Business Planning decisions. Provide key category & consumer insights to support Portfolio strategy, Innovation & NPD development. | | E-Commerce / Digital Insights | Work with the Mar Comms team to develop our Digital Marketing analytics & technology capability e.g. website & SEO performance / Social media monitoring / trend analysis | | Marketing Performance | Support the teams in ATL / BTL activity evaluation in conjunction with commercial finance | |

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| **Key Stakeholders** | |
| **Internal**  CMO  CCO  ExCo  Commercial Leadership Team  CTO  SLT across all functions  Commercial Finance |  |
| **External**  3rd Party Agencies – Data & Research providers  Brand Marketing agencies  Major customers | |

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| **Skills + Behaviours** |
| * Highly skilled in insight and data analysis techniques, and their use in developing portfolios and brands within a complex business environment. * Commercially astute, with the ability to translate insights into actions which improve business performance * A master at stakeholder management with the ability to influence at all levels. * Strong experience of brand strategy development, commercial brand planning, forecasting, market research and agency relationship management. * A proven people manager who is passionate about developing high performing teams. * Strategically minded, with the ability to turn data into insight & action to drive growth. * Capable of working with a high degree of autonomy and ambiguity. |

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| **Experience and Qualifications** |
| * Degree level education * Minimum 15 years in relevant marketing & insight roles, in an FMCG environment * Experience of successfully leading people within a complex business structure. * Drinks industry experience a bonus. |