



BACARDI®

JOB OPPORTUNITY EXISTS IN THE GLOBAL LEGAL DEPARTMENT OF BACARDI LIMITED FOR A

Director, Insights – Grey Goose and Patron

As Director, Insights – Grey Goose and Patron, this is your chance to work in collaboration with brilliant strategic and creative leaders. You'll be reporting into the VP Business Strategy, Planning and Analysis and partnering tightly with the VPs and Lead Marketing Directors on both brands.

You will be responsible for making sure that powerful insights are delivered to help shape significant decisions on brand and category strategy, asset creation and activity development.

This is about leaving a legacy of passion for consumer insights and sparking an innovation agenda that delivers a lasting emotional connection with our consumers.

ABOUT YOU

You are fearlessly innovative and have a restless desire to deliver results and make a lasting impact on Grey Goose, Patron and on our consumers.

You bring others with you because of the rigor of your thinking, the depth of your partnership and your desire to 'first listen to understand rather than seeking to be understood'.

RESPONSIBILITIES

With our Consumer at the heart, your key areas of responsibility will be:

- Igniting the Brand Consumer Insight agenda across Grey Goose and Patron
- Partnering with the CMO and Brand VP's to deliver the strategic fundamentals necessary to unlock transformational growth
- Guiding the Brand Innovation Agenda and identifying new, relevant and exciting opportunities for the brand
- Inspiring the markets with research, learning and consumer insights
- Acting as a strategic thought partner to the business and marketing teams. Being a role model for the Insights Teams. Passionately advocating for the voice of the consumer at every opportunity
- Building deep understanding of M&E for the brands across all markets to ensure brilliant market planning
- In partnership with the Brand Leadership Team, leading the annual review of the Situation Assessment and Brand Positioning Framework

THE SKILLS & EXPERIENCE NEEDED TO CREATE YOUR LEGACY:

- You've led transformational growth through category and consumer insight
- You are skilled in using data to help senior stakeholders make tough decisions
- You've conducted research projects at a global, regional and local level
- Experience in a broad range of quantitative and qualitative research methods and ability to apply them pragmatically to business issues
- Highly skilled in synthesizing data from multiple sources and distilling crisp, tangible and meaningful business insights
- Drinks and Luxury Category experience is a must have

Personal Qualities

- Relentless curiosity to unearth new approaches and techniques to diagnose issues and uncover consumer needs
- Intensely results focused to deliver insights that have a significant positive impact
- A natural desire to build and nurture great relationships across a range of stakeholders – both internally and externally
- A strategic thinker with the capacity to see the big picture but dig into the details when its needed to execute with brilliance
- Commercially savvy so that insights are always translated with brand and business needs from of mind
- Energetic, passionate and tenacious

Other Information

- Whilst based in the Bermuda Office, a large percentage of your time will be spent interacting with our Regional Marketing Teams and agencies. As a result, frequent travel is expected to stay connected to your stakeholders
- English fluency

Our Culture

We share the passion and entrepreneurial flair of our founder and are guided by our three culture pillars - Fearless, Family and Founders, they inspire our Primos to be the best they can be and drive us forward in all we do. But what does this mean?

- Being Fearless; means adopting an agile mindset, being comfortable trying new things and taking risks. We are empowered to question, challenge and innovate.
- Family; We treat each other, and our communities, like Family. Always.
- Founders; The spirit of entrepreneurship is at the heart of everything we do. We see the business as if it's our own. We do the right thing for the business and we all take accountability for our work.

When you join Bacardi, you become part of our family and gain more than just a job.

Bacardi Global Brands Bermuda offers a competitive salary, a comprehensive benefits package and the opportunity to work with a diverse multinational company. A more detailed position description will be shared with shortlisted candidates. Applications must include a detailed resume, together with two written professional references, submitted under confidential cover to:

Elizabeth S Dixon - Managing Director
Bacardi Executive Search Team
edixon@bacardi.com
+44 (0) 7971 508162



The closing date for receipt of applications is Wednesday, August 19th, 2020

Bacardi Limited is an Equal Opportunity Employer
"ENJOY OUR GOOD TASTE WITH YOUR GOOD JUDGMENT"